E&P

Editor & Publisher

FOR NEWS AND FEATURES ABOUT NEWSPAPERS, ADVERTISERS AND AGENCIES

JUL 29

A Chicago family considering a new color TV looks at ads in its present black-and-white newspaper.

New breakdowns of BRI data for Chicago show that an ad in the Sun-Times/Daily News adds 208% more gross reach among the target group for color TV sets to an ad in the leading weekly magazine—reaches 45,000 more target prospects than the other Chicago newspaper combination.

In Chicago it takes newspapers.

Call a Field Man for BRI information on your product.

When you think of San Francisco think of the Examiner

LBJ Stuns the World

No. Viet Studies New Peace Bid • Stocks Jump 19, Record Trading

San Francisco Examiner

Kennedy Wants Johnson Talks

S.F.-Suburb Merger—Alioto

Now in its 103rd year the Examiner— Hearst's first newspaper is younger and brighter and more helpful than ever.

ROCHESTER'S CLASSROOM IN THE NEWSPAPER PROGRAM

Twenty collegians are helping write and read copy for Rochester's Democrat & Chronicle and The Times-Union this summer.

They're not copy boys. Far from it. They're getting newspaper experience where the action is.

One covered the U.S. Open his first week on the job. Another had her first byline under a banner head within ten days. A third helped cover the collapse of a circus tent.

Rochester's summer interns, representing 19 colleges and universities, are journalism students and college newspaper editors. They're all heading for a newspaper career.

Building tomorrow's newspapermen is only part of what we accomplish at the Democrat & Chronicle and The Times-Union. But it's a pretty important part.

THE TIMES-UNION
Democrat and Chronicle

Rochester, N.Y. • Members: The Gannett Group

New Sta-Hi Stacker/251

60 variable-sized bundles a minute ... jam-free!

Look at these features! JAM-FREE: No need to stop or even slow down presses . . . thus providing much greater press productivity. SPEED: 60 bundles a minute, regardless of bundle size. Matches the speed of any press. VARIABLE DISPLACEMENT: Each bundle can be a different size with constant stability and conformation. BI-DIRECTIONAL DISCHARGE: Positive clearance of bundles from stacker. Even with smallest bundles, no chance of second bundle dropping before previous bundle has cleared. ACCURATE: New paper counter accurately counts papers from 4 standard (or 8 tabloid) to 144 pages. PORTABLE: Easily moved from one press delivery to another. PROGRAMMING: Inexpensive data input device activates built-in capability for producing variable count bundles.

Call your Sta-Hi Regional Manager today. Let him give you more reasons why the new Model 251 can solve your mailroom stacking problems.

N-147

40 STA-HI
Forty Years Serving the Newspaper Industry

STA-HI CORPORATION
World Headquarters, 2601 Campus Dr.
Newport Beach, Calif. 92663 (714) 833-1000

EDITOR & PUBLISHER CALENDAR

AUGUST

2-3—Newspaper Advertising Executives Association of the Carolinas. Grove Park Inn, Asheville, N.C.
2-9—International Typographical Union. Cleveland.
4-6—Texas Daily Newspaper Association. The Flagship, Galveston.
4-9—Suburban Newspaper Section, National Newspaper Association advanced management seminar. Airlie House, Warrenton, Va.
8-10—Pennsylvania Newspaper Publishers Association Web Offset Clinic. Lycoming Hotel, Williamsport.
11-13—SNPA Mechanical Conference, Eastern Division. George Washington Hotel, Jacksonville, Fla.
11-16—Newspaper Association Managers, Land 'O Lakes, Wis.
15-18—Theta Sigma Phi. Sheraton-Chicago, Chicago.
17-24—United States, Student Press Association, University of Valparaiso, Valparaiso, Indiana.
22—Montana Associated Press Association. Rainbow Hotel, Great Falls, Mont.
23-25—Pacific Newspaper Mechanical Conference. Bay Shore Inn, Vancouver, B.C.
25-28—New England Circulation Managers. Avaloch Inn, Lenox, Mass.
25-29—Association for Education in Journalism. University of Kansas, Lawrence, Kans.

SEPTEMBER

5—Pennsylvania Newspaper Publishers Association, District 5. Pittsburgh Press Club, Pittsburgh.
6-8—Maryland-Delaware Press Association. Hilton Inn, Annapolis, Md.
7-8—Illinois Daily Newspaper Markets Retail & Classified Seminar. St. Nicholas Hotel, Springfield.
7-8—Ohio Newspaper Classified Clinic. Pick-Ft. Hayes Hotel, Columbus.
13-15—Mid-America Newspaper Mechanical Conference. Muehlebach Hotel, Kansas City, Mo.
14-15—Illinois Newspaper Mechanical Conference. St. Nicholas Hotel, Springfield.
14-15—Illinois Associated Press Editors Association. Hotel Stratford, Alton.
15-18—Western Region Promotion Conference. Jasper, Alberta.
19-21—Pennsylvania Newspaper Publishers Association Classified Clinic. Holiday Inn, Meadville.
19-21—New England Associated Press News Executives Association. Chatham Bars Inn, Chatham, Cape Cod, Mass.
19-22—New York Press Association. Thousand Islands Club, Alexandria Bay.
20-21—Oregon Newspaper Publishers Association News-Editorial Conference. Eddie Mays Inn, Hood River.
22-24—New York State Publishers Association. Whiteface Inn, Lake Placid.
22-24—Southern Circulation Managers' Association. Buena Vista Hotel, Biloxi, Miss.
22-24—Central States Circulation Managers Association. Pfister Hotel & Tower, Milwaukee.
22-25—Southern Region Promotion Conference. Skirvin Hotel, Oklahoma City.
27-28—Nebraska Associated Press Association. Hotel Madsen, Holdrege, Neb.
28-29—Advertising Executives Association of Ohio Daily Newspapers Sales Clinic. Neil House Motor Hotel, Columbus.
29-Oct. 2—Central Region Promotion Conference. Hollenden House, Cleveland.
29-Oct. 2—Western Classified Advertising Association. Sheraton Palace Hotel, San Francisco.

OCTOBER

3-5—Interstate Advertising Managers Association. Pocono Manor Inn, Pocono, Pa.
6-8—Inter-State Circulation Managers Association. Holiday Inn, Atlantic City, N.J.
6-9—Eastern Region Promotion Conference. Statler Hilton Hotel, Baltimore.
6-12—National Newspaper Week.
7-8—UPI Editors and Publishers Conference. Statler Hilton, Washington.
9-12—National Newspaper Association. Sheraton-Gibson, Cincinnati.
11-12—UPI Southern California Editors, Ojai Valley Inn, Ojai.
11-18—Inter-American Press Association. Buenos Aires.
12—National Newspaperboy Day.
13-15—Mid-Atlantic Circulation Managers Association. Charleston, S.C.
13-15—California Circulation Managers' Association. Newporter Inn, Newport Beach, Calif.
19-20—New England Newspaper Mechanical Conference. Statler-Hilton Hotel, Boston.
20-22—Ohio Circulation Managers' Association. Nationwide Inn, Columbus.

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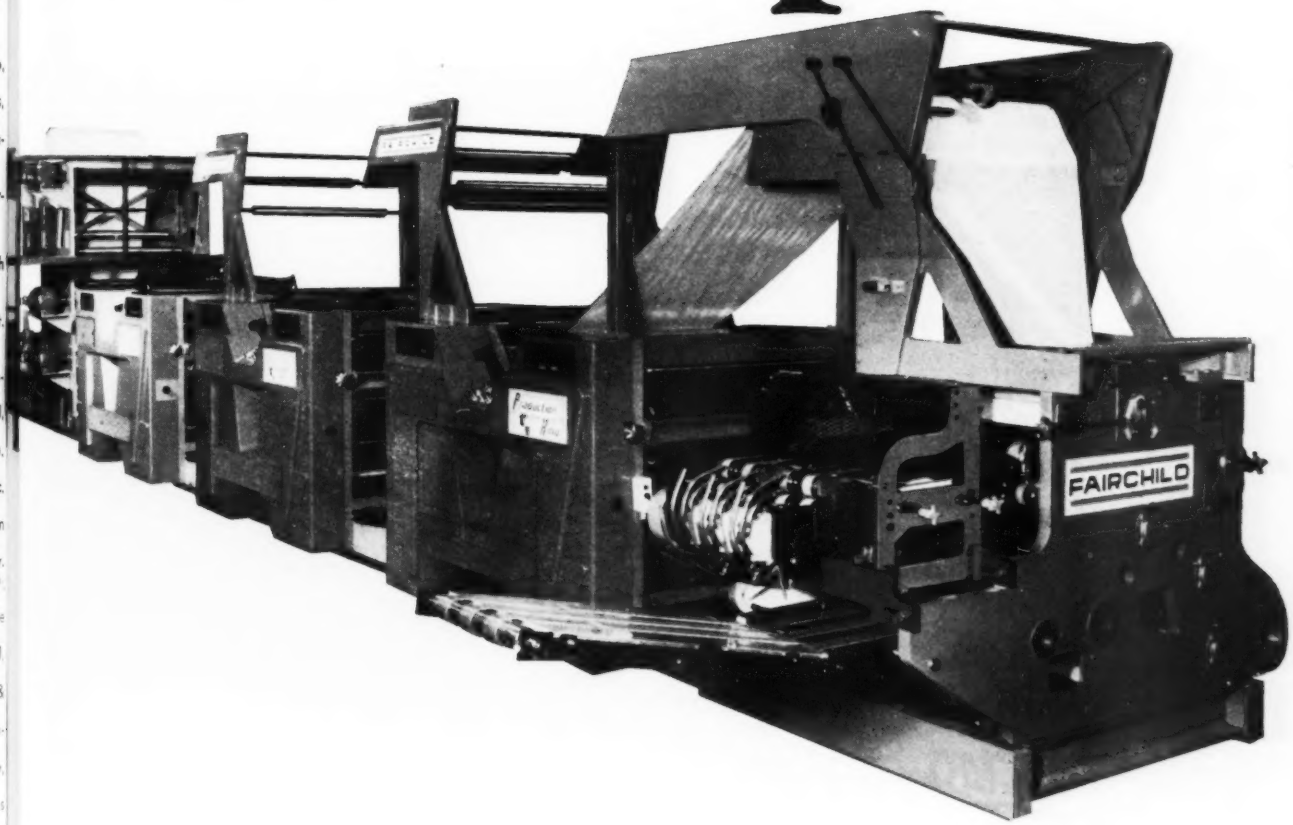
A free* press



*Free, that is, of just about anything that could impede web offset speed and production.

This is one of several Fairchild web offset presses, each of which is free, for example, of manual adjustments for water, ink, and impression. All are pneumatic on a Fairchild. Makes for simple, automatic operation.

Free, too, of downtime to make lateral and circumferential register adjustments. They're made while the press is running.

Free to print black & white and color, and do both excellently. Hardened steel bearers on plate and blanket cylinders insure fast and accurate packing, true rolling, consistently sharp image reproduction.

Free of the need for constant attention by pressmen. What's more, we train your pressmen. Free. It minimizes the breaking-in period.

All this freedom is accompanied by another little extra: peace of mind. That comes from dealing with Fairchild; knowing you're getting the best in press performance and service.

It, too, is free.

Drop us a coupon. We'll send you information on the complete line of Fairchild presses: the Production King, the News King®, and the Color King®.

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A DIVISION OF FAIRCHILD CAMERA AND INSTRUMENT CORPORATION
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Gentlemen:

Please send me more information on your line of web offset presses.

Name

Firm

Address City

State Zip

What happens when a store drops trading stamps?

Read this news release from New York University

For Immediate Release:

What happens to food prices when a supermarket drops trading stamps? Does a stamp drop augur well for the consumer?

A study published in the fall issue of New York University's "Journal of Retailing" finds that stores that dropped stamps in two large-city neighborhoods in 1965 cut prices initially, but the reductions were not maintained.

Prof. F. E. Brown of Pennsylvania University's Wharton School of Finance and Commerce based his conclusions on 39 price checks of 80 items each.

In both study areas, Professor Brown discovered, "the effect of the stamp exit on the general price level had disappeared within a nine-month period."

Competing stores reacted to the cuts in different ways. Some actually reduced prices more than did the store that eliminated stamps. Competitors would not allow a significant price difference to open up, Brown found.

By the end of the 12-month study period in 1966, food prices in the two areas had risen in all the study stores about as much as the Consumer Price Index for food in the most similar city for which there were data, Professor Brown discovered.

He concluded that in stamp-dropping situations, "Inability by the dropper to increase volume significantly will bring a profit squeeze, restoration of higher prices, and a new cycle with different promotions."

The professor pointed out that data for the study were obtained by on-site shelf pricing performed by women trained by the Bureau of Labor Statistics to do similar work in connection with its Consumer Price Index.

The "Journal of Retailing" is published by New York University's Institute of Retail Management.

The Sperry & Hutchinson Company Since 1896

S&H GREEN STAMPS

Readers' Column

★ ★ ★ ★ ★ ★ ★ ★ ★

Compiled By Don Maley

THE QUIZ we ran recently proved so popular (two postcards), that we're considering running a question-of-the-week, Ready? What is the most smoked newspaper in the world? That's right, *most smoked*. Answer next week . . .

SHOPPING AROUND FOR A BUSINESS? There's a print shop in a "burgeoning Illinois resort town" going for $1,000—"no more, no less." Reason for selling: "Owner, who is basically a humorist, could not make a living at this location. Good straight man might do just fine here." You might be able to float a loan without too much trouble. The shop's "located a few blocks from $42 million Shelbyville (Ill.) Dam and Reservoir." . . .

JOURNALIST'S JABBERWOCKY: *The Wall Street Journal* reports that a PR firm, started by two collegians who call themselves "brilliant," promises, in its first news release, "intellectual acumen" and solutions to "image problems" for its clients.

* * *

BACK AGAIN WHERE IT STARTED: "Front Page," the Hecht-MacArthur classic about go-for-broke reporters and sadistic city editors, is playing at the Academy Playhouse in Chicago, the play's locale. The revival, for a brief moment, inspired *Chicago's American* Tom Watts to muse that "people in this peculiar line of business may become glamorous again. Maybe." Peering myopically at the huddled wretches back in the city room he spotted "one glamorous cat . . . who was probably delivering coffee and donuts." Tom admonished: "Sadly, this business, like almost everything these days, has fallen into the manicured hands of earnest young men in horn-rimmed glasses. Pity." . . . *You don't mean all those guys who have their hair parted on the left side and who have their shoulder blades removed to wear contemporary suits (you know, no cuffs on the trousers)*, do you Tom?

* * *

OUR FIRST BOSS, REMEMBERED . . .

A tough city ed in Perth Amboy
To a cub said: "You just sit like a clam boy!
Your manners are mean,
You've been heard more than seen—
For your prattle I don't give a damn boy!"

* * *

BACKSHOP BLUES: Lorraine Carr, who writes a Sante Fe column for New Mexico papers, reports that the mix-up of a couple of her items recently had a well-known Governor being rounded-up by Kit Carson, while the Navajos were all attending the opening night of the Santa Fe Opera. She says the items made her sound like Art Buchwald. Gallant woman, she refused to name the paper. . . . One-paragraph news item in the magazine of the International Association of Chiefs of Police are called "Copsules" . . . Phil Love's column in the *Washington* (D.C.) *Star* was headed: "Bob Sutton Was a Man After Diogenes' Heart" . . . More heartless (but heady) heads: "Root Beer Men Thirsting for Comeback"—*New York Post* . . . Two from the *Seattle Times*: "For Golfers, Cart Goes Before Course," and "Soccer to 'Em". . . Over the story in the *Alton* (Ill.) *Telegram* of three kids who loaded their shoes with stolen change: "Boys Caught Fat-Footed" . . . For years we've been wondering when someone would come-up with something like this: "Salvador Dallies With Movie"—*Long Island Press* . . . Remember the naked hippies dancing on the steps of New York's Stock Exchange? *The Chicago Daily News*—"A Bully Day For Wall Street Bares" . . .

When Sarah Shapiro, 6-year-old daughter of Marilyn Shapiro, women's page reporter for the *Indianapolis News*, was asked what she wanted to be when she grew up, she replied: "A lamp, so I can be turned on." *Better watch that kid, Marilyn, she's too bright for her age* . . . The *San Francisco Examiner*, running articles on a Negro author, invited readers to "sound off on racial issues . . . Make your letters brief, hard-hitting and constructive . . . It will be helpful if you identify yourself as black, white, red, brown or yellow." Ash(ton) Wing writes syndicated column called "Between Us Girls." *Between Us* what, *Ash? Nevada State Journal* Managing Editor Ty Cobb (not the Georgia Peach, obviously) writes a column, "Sweeping Away the Cobbwebbs." . . .

LOUISIANA IS 2ND IN NATION IN VALUE OF MINERAL PRODUCTION

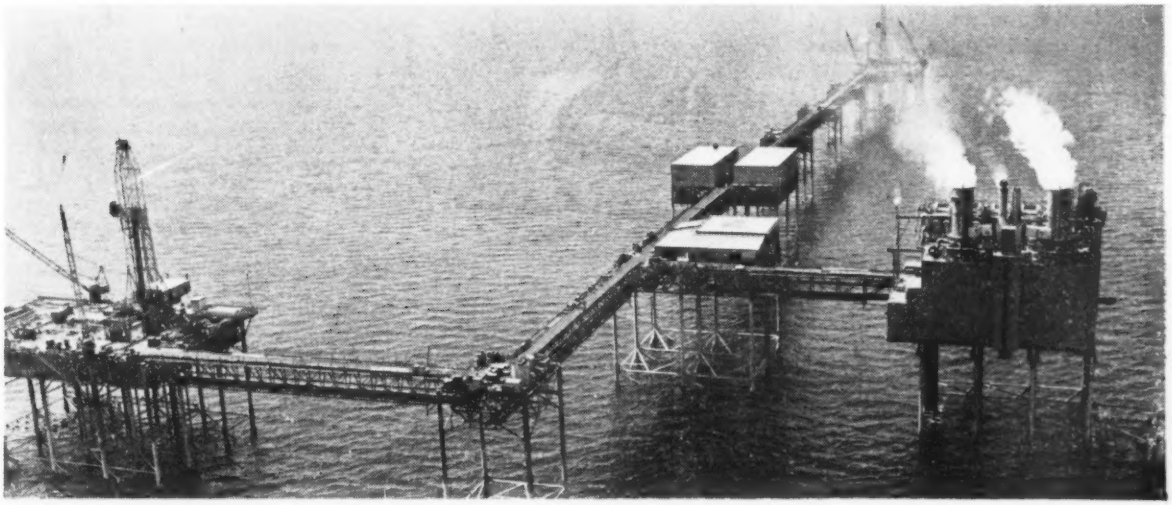
$3.9 Billion Value

for Louisiana's '67 Mineral Production!

Source: U.S. Bureau of Mines, Dept. of the Interior

A NEW RECORD

Most of it was produced within a 100-mile radius of New Orleans



AND HERE'S THE "CAMINADA", A NEW OFFSHORE FACILITY THAT MINES SULPHUR FROM THE GULF

The world's largest producer of sulphur, Freeport Sulphur Co., has completed and is operating its second offshore sulphur mine. It's the "Caminada" which is located in the Gulf of Mexico, six miles off the Louisiana coast and 55 miles due south of New Orleans. The firm, headquartered in New Orleans, also operates the "Grand Isle" offshore mine which it completed eight years ago. The mines are operated 'round the clock and throughout the year.

While demands for sulphur soared, Louisiana scored a 39% increase in the value of its sulphur production ('67 over '66). Now, Caminada's production should further tend to balance supply and demand.

The offshore sulphur operations (the only two in the world) are considered technical marvels. They employ the Frasch process to draw sulphur in superheated liquid form from deep beneath the bottom of the Gulf and pump it for miles through heated and insulated pipelines to storage and processing areas ashore.

Sulphur is basic to manufacturing and chemical production and the New Orleans market area is producing it.

Reader response is basic to marketing success and here the pages of The Times-Picayune and States-Item are delivering that.

The market's potential continues to expand. Note that 10,000 additional households, in the metropolitan area, have entered the $10,000-and-over consumer spendable income category for '68*.

Have Moloney, Regan & Schmitt schedule you here where your potential's more and more.

*Source: Sales Management Survey of Buying Power, June, 1968.

The Times-Picayune
MORNINGS & SUNDAY

NEW ORLEANS
STATES-ITEM
WEEKDAY EVENINGS

A Member of Newspaper I

3800 HOWARD AVE., NEW ORLEANS, LA. 70140

REPRESENTED BY MOLONEY, REGAN & SCHMITT

Editor & Publisher

© THE FOURTH ESTATE

Robert U. Brown
Publisher and Editor

James Wright Brown
Publisher, Chairman of the Board, 1912-1959

James W. Brown
General Manager

Government by Compromise

In its infinite wisdom the Congress of the United States approved a tax increase to stem the tide of inflation and demanded a corresponding reduction in government spending by way of a cut in manpower. In the wonderful world of government-by-tit-for-tat, or government-by-compromise, 20 government agencies and departments immediately sought exemptions from the manpower restrictions. Two of them went further than that.

Federal Aviation Administration employes assigned to air traffic control and navigational activities staged a "work-by-rule" demonstration to dramatize their work overload. They succeeded in creating such prolonged flight takeoff and landing delays at major airports that it became an international scandal. The Senate didn't take long to vote 78 to 2 to exempt 40,000-odd FAA jobs from the previous mandate for reduction.

The Postmaster General threatened to close some rural post offices, reduce Saturday and Sunday window service at many others, and completely eliminate urban mail delivery on Saturdays unless his department was exempt from the manpower curtailment provision which would have meant wiping out 83,000 jobs. Reaction on the part of people and businesses who are tired of paying more and more for less and less postal service was instantaneous, and so was the Senate's. The Post Office and Civil Service Committee unanimously approved an exemption for postal employes.

If these two exemptions are finally approved by Congress, presumably our airports will return to some semblance of their previous conditions with normal delays instead of extraordinary ones, and the same sort of post office service will be provided on Saturdays—no more, no less.

Is it too much to ask that some one in Congress have the brilliant idea that the root causes of these and other problems be studied for long-range solution rather than provide stop-gap remedies for expediency?

The problem of traffic congestion at the nation's major airports is not going to be solved merely by more money for FAA and more employes in FAA towers. Nor is the problem of postal service and delivery going to be solved by more employes falling over each other in existing or larger facilities.

If Congress would agree that the taxpayers of this country are paying for the best possible service in both areas and, therefore, are entitled to the best, then Congress could go on to settle the next problem of how it is to be provided.

Congress has never decided that FAA or CAB, etc., should be operated on a pay-your-own-way basis by the primary benefactors—the flying public—instead of for the public-at-large. Therefore, why should Congress feel that the Post Office Department should be operated on a pay-your-own-way basis by the users of the mail services rather than for the benefit of the nation and all the citizenry?

Charter Member, Audit Bureau of Circulations

Member, American Business Press Inc.

6 Mo. average net paid December 31, 1967—25,270. Renewal Rate 76.16%

The Oldest Publishers' and Advertisers' Newspaper in America

With which has been merged: The Journalist established March 22, 1884; Newspaperdom established March, 1892; the Fourth Estate March 1, 1894; Editor & Publisher, June 29, 1901; Advertising, January 22, 1925.

Executive Editor: Jerome H. Walker

Associate Editors: Lenore H. Brown, Richard Friedman, Newton H. Fulbright, Donald W. Maley, Jerome H. Walker Jr.

Midwest Editor: Gerald B. Healey.

Pacific Coast Editor: Campbell Watson.

Washington Correspondent: Luther A. Huston.

Advertising Manager: Ferdinand C. Teubner.

Sales Representatives: William F. Hamilton, R. Steven Ward, Earl W. Wilken, John C. Wilson.

Advertising Production Manager: Bernadette Borries.

Assistant to the Publisher and Promotion Manager: George Wilt.

Circulation Director: George S. McBride.

Classified Advertising Manager: John Johnson.

Marketing and Research Manager: Albert E. Weis.

Librarian: James Santangelo.

Treasurer: William J. Teresky.

OFFICES

General: 850 Third Avenue, New York, N.Y. 10022. Phone: 212-752-7050. TELEX 12-5102.

Chicago: 360 North Michigan Avenue, 60601. Phone: 312-782-4897. Gerald B. Healey, Editor. Harry B. Mullinix, Grant Biddle, Advertising Representatives.

Los Angeles: 1830 West 8th Street, 90057. Phone: 213-382-6346. Duncan Scott & Marshall Inc., Advertising Representatives.

San Francisco: 85 Post Street, 94104. Phone: 415-421-7950. Campbell Watson, Editor. Duncan Scott & Marshall Inc., Advertising Representatives.

Washington: 1295 National Press Building, Washington, D.C. 20004. Phone: 202-628-8365. Luther A. Huston, Correspondent.

London: 23 Ethelbert Road, Birchington, Kent, England. Alan Delafons, Manager.

INDEX TO THIS ISSUE

Advertising News	16
Circulation	37
Classified Clinic	17
Journalism Research	20
Layout and Design	36
Personal Mention	26
Photography	42
Promotion	19
Reader's Column	4
Shop Talk	52
Syndicates	38
Weekly Editor	30

letters

SUNDAY SUPPLEMENTS

In recent years there has been a noticeable trend among those publishers with their own Sunday Roto sections to abandon the nationally syndicated supplements. If this trend continues, it appears that the independent roto sections will dominate the major metro areas, leaving the supplements to battle it out for the secondary markets.

This can only be viewed as an alarming development and one that must be termed short-sighted. The supplements are not step-children of the newspapers, no matter how enamoured a publisher becomes of his own roto section.

Historically, the Sunday Supplements and the Sunday Comics did much to focus the attention of national advertisers on the values of newspapers. The supplements antedated the mass magazines of today, and the leaders still have a circulation that surpass all but two magazines.

The need for the Sunday Supplement still exists today in spite of the inroads of television. It is a capsule magazine—delivering quality editorial that can be of interest to the household and one that can be readily absorbed.

However, in viewing the supplement field today, the media analyst finds that many of the major metro areas are no longer covered. New York, Cleveland, Los Angeles, Memphis and New Orleans among others have defected. Each year adds another city to the list.

The supplements have attempted to remedy this deficiency in some areas with peripheral coverage through suburban newspapers. This does not, however, give the advertiser that depth of penetration in the major metro markets that is the glory of the newspaper business.

When a publisher drops a supplement in a major newspaper market, it appears to me as a media man that he is undermining the cause of newspapers as an advertising medium. Only the supplements have been able to provide what the newspaper industry has been struggling to achieve through years of talk and committee meetings—a standardized product—one order—one invoice—excellent color reproduction if desired.

But, the publisher replies—if this is what you want, I have it for you. Use Sunday—there's your answer. Now the Sunday network is an excellent concept, and it has a very definite place in many media plans. It can be tremendously important—in some cases as a beginning step—in others for test markets—for covering dispersed markets as well as achieving penetration in depth.

But, the Sunday network does not give the advertiser a standardized product. The quality of the Sunday Rotos varies widely both in editorial quality and reproduction. More importantly—the national advertiser comes into the Sunday Roto sections as a second class citizen—although he must pay first class rates for the privilege. Facing the facts of things as they are, he knows the first loyalty of the publisher is to the major retailers in his community.

'I can't get it out of my mind, somewhere someone's making a buck out of all this . . .'
Peterson, *Vancouver* (B.C.) *Sun.*

Thus, the publisher who offers only his own roto to the national advertiser is giving him an option to buy on restricted terms—certainly a nineteenth century concept. A back cover is non-existent for the national advertiser in Sunday Roto—even though the dollars he would be charged are greatly in excess of what the publisher is now receiving for this premium position.

The national advertiser does not know where his ad will appear in the independent magazine or what the climate will be. This is not true for the supplements—who can devote themselves to the interests of the readers and the national advertisers—serving up a package that can do the job in both directions.

Nor should it be overlooked that the Syndicated Supplements have a prestige value that makes them quite salable—to clients, to agency personnel, to the trade. And also, for many items, a supplement ad provides an opportunity for the newspaper itself to capitalize on through the sale of tie-in advertising.

It is time for many publishers to take a new look at the supplements and start giving them the support they deserve. Editorially they are a credit to the newspaper. In many cases they have opened the eyes of advertisers to the pulling power of newspapers. They are unique and cannot be replaced by a local product. In an attempt to channel more national dollars into the local product by eliminating the supplements, every publisher should ask himself if he is not in effect drying up one of the springs that is serving the newspaper industry well.

LEO F. MCMULLIN

Cincinnati

(Mr. McMullin is vicepresident, Media & Research, at Stockton-West-Burkhart Inc.)

CIGARET ADS

Your July 6 editorial, "FTC and Cigaret Ads," infers that newspaper advertising should get more credit for boosting cigaret sales, and this appears to be a pitch for more tobacco industry advertising dollars for newspapers; meanwhile, the Federal Trade Commission should mind its own business.

Newspapers should stop peddling cigarets and start selling the public on the hazards of smoking. Unfortunately for the public, newspaper cigaret advertising, like smoking, is a hard habit to break.

JON ENGELLENNER

Nevada City, Calif.

Short Takes

A slightly-modified gun control bill for the District is expected to be adopted without much problem when the City Council meets the USS Liberty.—*Washington Daily News.*

* * *

There are countless younger political and civic leaders who don't know which way to burn.—*Chicago Tribune.*

* * *

It limps from crisis to crisis—first the devaluation of sterling in November 1967, then the forced shutdown of the golf pool in March 1968.—*Gainesville* (Fla.) *Sun.*

* * *

She was in critical condition today with injuries suffered when she was hit on the head several times with a spiked bean.—*Rochester* (N. Y.) *Times-Union.*

* * *

Headline: Protestants Accept Sex, Prof Reports.—*Detroit American.*

Why does Swank spend more money advertising in The New York Times Magazine than in any other publication?

Marshall Tulin, president of Swank, Inc., tells why:

Readership

"The New York Times Magazine gives us an excellent audience mix difficult to find in other publications. Students. Young executives. Top management. Senior citizens. They are overwhelmingly in middle and upper income groups and very gift-oriented. We also like the male-female mix. A large percentage of our merchandise is bought by women as gifts for men.

Trade influence

"We do little or no advertising in trade publications. The 'trade reach' of The Times Magazine is larger and more effective than any individual trade magazine.

Launching pad

"When we unveil a new product, we invariably include The New York Times Magazine as a prime medium. In this way, we not only reach the trade quickly, but we also build up an 'instant' consumer market. We have been amazed at how receptive Times Magazine readers are to new ideas.

Action starter

"Our ads in The Times generate 'switchboard action' from both consumers and retailers inquiring about availability of merchandise. Rarely, if ever, do we get telephone response to our other magazine advertising.

National magazine

"We learned the hard way about the 'out-of-town' power of The New York Times Magazine. A major account in Massachusetts complained they hadn't been covered on merchandise advertised in The Times Magazine on successive Sundays, and were getting calls from customers for this merchandise. We said we only advised salesmen in the New York area about ads we run in The Times. They replied that the Sunday Times was the dominant newspaper among their customers and they had to be covered. We now notify all salesmen from Maine to Florida about The New York Times Magazine schedule."

'Clearly a need for reform'

Postal Corp. planners avoid stand on second-class rates

You don't read an unqualified endorsement of the "public service" principle for second-class mail rates in the report of the President's Commission on Postal Organization.

In its recommendation for turning the mail business over to a self-supporting Postal Corporation, chartered by Congress and owned by the Federal Government, the Commission says, "The Corporation's Board would set postal rates in the public interest based on actual cost of service, value to those served and changing market demands."

Last Word in Congress

Skipping over the second-class field in this same discussion, the Report states that "Congress may decide to continue special low rates for certain items such as library materials, Braille publications and mailings by charitable organizations." No mention is made of newspapers.

The Corporation's rate-fixing would be subject to veto by Congress.

So, at this early stage of the consideration of the Commission's study of ways to save the postal service from collapse, this question arises: Would newspapers and other periodicals continue to serve the reading public with an historic rate structure that was designed to keep the citizenry well informed?

In the view of some government officials and others, the publishing industry has been enjoying a subsidy. Spokesmen for newspapers have combatted this opinion for years in the debates before Congress on second-class postal rates, insisting that the Post Office should work out the true costs of carrying this mail and then apply the "public service" criterion that is spelled out in the 1958 Postal Policy Act.

'Anomalies and Inequities'

The Commission report touches on both aspects of this position. At the outset of its analysis of the factors causing the postal service to be in such bad shape today, the Commission states:

"Apart from the fact that the rates as a whole do not cover costs, the rate structure bristles with anomalies and inequities.

"In 1879 the Post Office charged in-county publications the then-significant sum of one or two cents for local delivery to discourage the use of the mails in place of a newsboy. This rate has remained unchanged to this day with the result that the penalty rate of 1879 now permits the mailing of a five-pound Sunday newspaper in the city of publication for a penny."

Later on, the Report has further comment on what the Commission staff, at least, considered as a "windfall" for a Sunday newspaper.

The Commission headed by Frederick R. Kappel, retired chairman of the board of the American Telephone and Telegraph Co., has little use for the Cost Ascertainment System which the Post Office presumably uses to determine the revenues, volume and cost of each class of mail.

Newspaper publishers have never seen eye-to-eye with the Post Office accountants on the application of the system to second-class mail because it apparently fails to recognize the costs that are absorbed by the industry itself in connection with mail handling. If the sorting, sacking and delivery of bags to depots—all done at the newspaper's own expense—were taken into consideration, it has been argued, there would be little room to justify a cry of "subsidy."

Small Papers Most Affected

For the first time, last year, the newspaper associations didn't offer any opposition to the general raise in second-class rates. The new series of increases—about 23% over a period of three years—were acceptable to the industry as a reasonable raise, with the hope that the added revenue from all classes would bring some improvement in postal services.

The brunt of the arguments that second-class rates should be boosted ever higher is now borne by the magazine industry. According to the Kappel Commission charts, 11.7% of all mail goes second class, with 8.71 billion pieces, amounting to 3.33 billion pounds, and accounts for only $129 million of revenue, or 2.6% of the total. The Post Office accountants figure the second class mail costs $551 million to handle.

Only about 8.8% of total daily newspaper circulation moves in the mails, according to statistics compiled by the American Newspaper Publishers Association. Daily newspapers under 5,000 circulation average 28.7% of their circulation in the mails, and dailies of 5-10,000 circulation average 19.3% of their circulation in the mails. The amount of circulation in the mails drops to 7.5% for newspapers with more than 100,000 circulation.

Says ANPA: "If the postal service did not exist as an efficient daily national communications service, many thousands of American citizens would not have access to the vital service of a daily newspaper, so essential today in understanding the complexities of American life and public affairs. This is vital to the future of our country."

In general, the ANPA has told Congress, the smaller newspapers and their readers have the most to lose if unrealistic rate structures are imposed.

Subsidized By Other Classes

The Commission goes only so far, in a final chapter of its report, as to observe that preferences are granted to newspapers in all countries with subsidized rates. "This," says the report, "reflects the desire on the part of statesmen for an informed citizenry and the importance of the printed page in politics."

This comment is added:

"Despite the predilection of politicians to subsidize the mailing of newspapers and periodicals, 12 of the 14 foreign Post Offices are not reimbursed from general tax revenues. Subsidies are covered by profits from other services and classes of mail. This practice thus forestalls the involvement of essentially business operations with inappropriate fiscal controls."

One of the questions put to the Commission when it was

(*Continued on page* 10)

Embargo newspaper mail?

WASHINGTON

Postmaster General W. Marvin Watson, testifying before the Senate Post Office and Civil Service Committee, asked how the Post Office Department could process 84 billion pieces of mail during this fiscal year if required by the provisions of the tax law to reduce its work force drastically and maintain current levels of service. His answer was "we can't."

"Something will have to give," he said. "That something is service."

There were two ways, Watson said, of reducing service, one of which he did not advocate at this time but to which obviously some thought had been given.

"We can place an embargo on certain types of mail—newspapers, books, magazines, advertising circulars, phonograph records, parcels—second, third and fourth class," the Postmaster General testified.

The other way, he said, was to reduce the kind of service provided to all mailers.

Watson's choice at this time is to cut back the service generally on all categories of mail unless Congress repeals the personnel cutbacks for the Post Office. This he urged the Congress to do in order that "the public will continue to receive the vital mail service they want and are paying for."

Postal Corp.

(*Continued from page 9*)

appointed by President Johnson was: "Should the 'public service' treatment for second-class mail be modified? If so, how?"

Supplemental questions dealt with special rates for "red tag" or expedited service for newspapers; whether distance or proportion of advertising content should be considered in fixing the rates, as is now the case.

ANPA told the Commission that daily newspapers want to pay fair and equitable rates, in accord with the principles of the Postal Policy Act fairly applied to all classes of mail.

Daily newspapers, the ANPA stressed, are interested in prompt delivery of essential mail "regardless of the structure or form of organization which may evolve as a result of the studies being made by the Commission."

Economic Standards

Now the Commission takes the position that the "public service" emphasis in the Postal Policy Act does not preclude the use of economic standards in the establishment of postal rates. The Post Office, its report states, is indeed a "public service," in the sense that, like a utility, it must by law serve the public without discrimination.

"Also," the Commission points out, "the Post Office, in the words of the Act, 'is not a business enterprise conducted for profit.' Yet like all economic activities, the Post Office consumes scarce resources, and it should enjoy pricing which helps ensure the efficient allocation of these resources."

Only when reliable cost and market information is available will it be possible to tell which class is and is not 'paying its own way,' the Commission says in its conclusions.

In various sections of the report, the Commission makes the following observations and comments in respect to second-class mail:

"The Post Office uses a Cost Ascertainment System, authorized by a 43-year-old statute, for determining the revenues, volume and cost of each class of mail. For determining costs it uses the 'fully-allocated' method through which every postal expense is charged to some class of mail or special service. A large segment of postal costs, however, does not result from handling a particular class of mail but is the cost of maintaining the postal system itself. The allocation of such institutional costs to specific postal products, despite painstaking attempts to achieve fairness, is not only arbitrary but uninformative.

Cost System Questioned

"The Commission therefore questions the validity of this System for determining whether a given class pays its way; nevertheless, it provides the only data available at present...

"Under Cost Ascertainment only first-class and airmail cover their 'fully-allocated' costs. Second-class mail (magazines and newspapers) has the lowest cost coverage, projected to be 26% in Fiscal Year 1968; third-class (advertising) the next lowest, projected to be 76%. Some items within these classes undoubtedly do not pay their way, while others do. Under the broad averages used in Cost Ascertainment one cannot tell which are which.

"In rigidly apportioning all postal costs—including the large pool of institutional costs not determined by mail volume—to each class of mail, the Cost Ascertainment System consciously ignores such 'intangible' factors as priority of service, value of the service to the user and privacy accorded. It leaves to the Congress the task of reflecting these factors in the rate-setting process. Consequently the prices Congress sets to reflect the lower service some classes of mail receive have come to be known, disparagingly, as 'below-cost' rates...

County In Basic Unit

"Despite changing population patterns, the county is still a basic unit for second-class classification, representing the judgment by many Congresses that small rural publications should be encouraged. In-county rates are much lower than those for mailing outside of counties. An exception, however, is the one- or two-cent special rate for delivery by city carrier in the city of publication, established in 1886 to discourage use of the mails in place of newsboys. But the city carrier rate does not increase with weight above two ounces, so it penalizes the small publication which wishes to mail its material in the city of publication, and constitutes a windfall for a heavy Sunday newspaper.

"As one might expect, the rate structure reflects the three essential parameters of postal cost: distance, weight and number of pieces. But there is no uniformity in the way in which they are applied.

"The widely differing size of counties is not taken into account. Rates for the advertising portion of second-class matter vary sharply according to the distance mailed, but the portion of the rate calculated for editorial matter does not vary with distance at all.

"Controlled circulation and third-class rates are also uniform nationwide and are based only on weight with a minimum per-piece charge. (Taking legitimate advantage of this anomaly, a major mailer of local advertising for California supermarkets mails his third-class material from Hartford, Conn.)

"These anomalies and others in the postal rate structure often reflect the effect of special considerations won by one interest group of another. Clearly the postal rate structure needs reform."

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Strike closes 3 D.C. papers

WASHINGTON

The Nation's Capital went to work Thursday (July 25) without benefit of its three newspapers which sell more than a million copies a day.

A strike by Stereotypers, 17 hours after their contract expired, forced suspension of the *Washington Evening Star* and the *Washington Daily News* and prevented the *Washington Post* from putting out a complete newspaper for Thursday mornings.

Federal mediators arranged for a session with representatives of Stereotypers Union No. 19 and the Washington Newspaper Publishers Association for 3 P.M. Thursday. At the same time, members of the newspaper guild were meeting to decide whether they would continue to honor the picket lines.

Members of other craft unions refused to cross the lines set up by the Stereotypers at 5 P.M. Wednesday. Before this happened, the Post distributed a Thursday edition consisting only of an eight-page section containing regional news and comics and a 16-page tabloid section for Sears stores.

The Stereotypers' negotiators rejected the publishers' offer of a $32-a-week increase in a three-year agreement which would raise the day scale to $187. According to Henry C. Gronkiewicz, executive secretary of the publishers' association, the union's demands would amount to $40-a-week.

Suit seeks hearingaid test data

WASHINGTON

A lawsuit to test the right of the Veterans Administration to withhold information on hearing aids has been filed by the Consumers Union, publisher of *Consumer Reports*. The action was based on the provisions of the Freedom of Information Act.

The suit was filed in the United States District Court for the Southern District of New York, since headquarters of the Consumers Union is at Mount Vernon, New York.

Concurrently, Dr. Colston E. Warne, president of Consumers Union, gave the story of the Union's efforts to obtain the information to a subcommittee of the Senate Special Committee on The Aging.

The Bureau of Standards tests for the VA various types of hearing aids which it purchases for distribution to war veterans. The tests are paid for by taxpayers and Dr. Warne asserted that if tax dollars could be spent for research to aid veterans the ordinary consumer should benefit from that research.

Action Against VA

The suit was filed 10 months after Consumers Union first requested that the Veterans Administration release the test information. The VA rejected its final appeal on June 26.

The rejection cited three provisions of the Freedom of Information Act, under which release of information could be refused. They were: "privileged or confidential trade secrets and commercial information"; "internal personnel rules and practices of any agency"; and "interagency memorandums which would not be available by law to a private party in litigation with the agency."

The Consumers Union contends that no trade secrets are involved since manufacturers provide the VA only with hearing aids and instructions for use, as they do with any customer; that the wording of the FoI Act cannot possibly be interpreted to bring test information under "personnel rules and practices"; and that the information sought does not come under the interagency communications exemption contemplated by Congress.

Agency papers seek hearing on decision in Tucson case

By Luther A. Huston

WASHINGTON

When the Supreme Court reconvenes in October, one of the matters it will have to decide is whether to hear an appeal in a case that challenges for the first time a commercial operating agreement between two daily newspapers.

The appeal is from a judgment of the United States District Court of Arizona that a joint operating agreement between the publishers of the *Tucson Daily Citizen* and the *Arizona Daily Star* was illegal *per se* under the antitrust laws, and the court's order to William A. Small Jr., to divest himself of his ownership of the Daily Star. The court's judgment, if affirmed by the Supreme Court, would break up an arrangement entered into in 1940 to save the Citizen from financial failure.

The appeal of the Citizen Publishing Company, the Star Publishing Company, Tucson Newspapers Inc., the Arden Publishing Company and Small is bulwarked by a supporting memorandum of *amici curiae* filed on behalf of some 25 newspapers which operate under agreements similar to the Tucson pact. Citizen Publishing Company owns the Citizen, Star Publishing Company owned the Star until 1966 when it was acquired by Arden Publishing Company, and Tucson Newspapers is the operating company for both papers under the joint agreement. Small is the principal stockholder of the Citizen and the sole stockholder of Arden.

2 Principal Questions

A jurisdictional statement filed by the appellants presents two main questions to the Supreme Court.

The first is whether the district court erred in holding that the 1940 agreement was illegal *per se* under Section 1 of the Sherman Act, which makes unlawful any contract, combination in form of trust or otherwise, or conspiracy in restraint of trade or commerce. The second is whether the court erred in ruling that the Tucson publishers violated the antitrust laws by a conspiracy to monopolize publication of daily newspapers in Tucson.

The Tucson publishers say that application of the rule of reason by the district court judge would have resulted in sustaining the agreement in view of the fact that for many years prior to 1940 the Citizen Publishing Company had operated at a loss, failed to pay a dividend, was deeply in debt and could not survive without savings from the joint operation.

The Arizona court, however, rejected affidavits showing that the Citizen was failing, the purpose the agreement was to avoid suspension as an independent newspaper and that the terms of the agreement were reasonably necessary to accomplish that purpose.

"It has long been common knowledge that the ability of the daily newspaper to survive in the metropolitan centers of this country has suffered a drastic decline," the jurisdictional statement asserted. "The ever increasing costs of production and the competitive impact of radio and television have made drastic inroads."

Serious Consequences

The statement recited statistics of the decline as applied to the newspaper industry generally and also details of the financial situation of the Citizen at the time of the agreement.

The District Court, however, was unwilling to recognize the impact upon newspapers of competition from other media and would not agree that at the time of the agreement the Citizen was on the verge of, or that there was a serious possibility, of bankruptcy.

"It is clear, we submit," the Tucson publishers told the Supreme Court, "that monopolization proscribed by the Sherman Act does not occur x x x when one viable paper enters into an agreement with its failing competitor with the intent and effect of preserving a part of the failing enterprise which otherwise would have disappeared completely. The failure (of the district court) to recognize this principle has particularly serious consequences in this and like cases—the elimination of the independent dissemination of news and opinion from as many sources as possible."

This point was emphasized in the supporting memorandum of *amici curiae*. It said:

"The point of vital import, not only to these *amici curiae* but also to other newspapers and to the general public in view of the ruling below is whether any arrangement is unlawful which will as a practical matter enable editorial and news competition to survive where fully competing newspapers cannot."

The supporting memorandum was filed by Robert L. Stern, a former acting Solicitor General of the United States and now a member of a Chicago law firm. It listed as papers in whose behalf it was filed, the following:

Albuquerque, (N.M.) Journal and Albuquerque Tribune;
Birmingham, (Ala.) Post-Herald;
Bristol, (Va.) Newspaper Printing Corporation;
Charleston, (W. Va.) Daily Mail and the Charleston Gazette;
Columbus, (O.) Citizen Journal;
Oil City, (Pa.) Derrick;
Franklin, (Pa.) News-Herald;
Salt Lake City, (Utah) Deseret News Publishing Company;
El Paso, (Tex.) Herald-Post and El Paso Times;
Evansville, (Ind.) Press;
Fort Wayne, (Ind.) News-Sentinel;
Nashville, (Tenn.) Banner and Nashville Tennessean;
Pittsburgh Press;
Salt Lake Tribune;
San Francisco Chronicle;
San Francisco Examiner;
Tulsa, (Okla.) Daily World and Tulsa Tribune."

Those papers, the memorandum said, represent a cross-section of the country geographically and in terms of population. Agreements similar to the one held unlawful in the Tucson case are in effect in cities ranging in size from Franklin-Oil City, Pa., population 27,000, to San Francisco, population 740,000, the memo pointed out.

Only Alternative to Merge

"Resorting to an operating agreement is the only alternative to a complete merger or suspension of the otherwise failing newspaper," the Stern memorandum asserted. "This alternative, which permits different viewpoints to be presented by competing publishers, is obviously more compatible with the public interest and the objectives of the antitrust laws than the elimination of competition altogether."

If affirmed without substantial qualification, the Tucson holding will destroy "the essence of the joint operating plans which have enabled our communities to retain competing newspapers expressing different points of view," the memorandum stated.

The Arizona court characterized the Tucson agreement as "price fixing" and "profit pooling," supporting the contention of the Justice Department's antitrust division. The Stern memorandum asserted that an agreement providing for a single business department and a distribution of revenues did not eliminate price competition and the court's ruling disregarded "the competition-preserving context in which the agreement was made."

"But the government and the trial court ignore this and assert that the mere operation of a single business department covering advertising and circulation, *inter alia*, constitutes 'price fixing' and is therefore

(*Continued on page* 44)

FOR AN ADMIRABLE JOB—Rear Admiral Robert H. Speck of the Fourth Naval District presents the U.S. Navy Chief of Information Award to George A. Staab, Philadelphia Bulletin reporter, for exemplary achievement in covering military affairs. At the ceremony, left to right, are: Sam Boyle, city editor; William E. Dickinson, managing editor; Admiral Speck; Staab, and Robert L. Taylor, president-publisher of the Bulletin.

Vexatious postal problems are aired

WASHINGTON

The problems of publications using second-class mail privileges are many and varied and there is no magic solution for them.

The Post Office Department, however, is doing the best it can to make satisfied customers out of the users of the mails.

That was the consensus of participants in a workshop here July 25 during the second National Postal Forum. Melvin Lerner, general mangaer of Palmerton Publishing Co., was the moderator for a panel in which several newspaper industry executives discussed problems of processing second-class mail with postal officials.

The speakers, in general, agreed that solutions of vexatious problems might be found in an exchange of ideas with regional postal officers; that communications would be preferable to legislation or bureaucratic regulation.

Loring Britton, Circulation Traffic Analyst of the *Christian Science Monitor*, suggested that a series of such conferences be arranged, particularly in respect to establishing realistic train schedules. He complained that Monitor subscribers in the hinterlands get delayed delivery.

C. A. McIntyre of the Bureau of Transportation in the Post Office Department agreed with a panelist's suggestion that earlier press times would help to alleviate the situation. Too often, he said, the papers do not arrive in time to meet the trains.

The post office, McIntyre said, is making some headway in solving the short haul train problem but it couldn't do all it would like to do and major problems prevail on long haul mail.

Correct makeup of bundles and labeling would help to expedite the sorting and routing of mail, said Lyle Stover of the Bureau of Operations.

James S. Lyons, general manager of the *Washington* (Pa.) *Observer*, said he was skeptical about increasing second-class postage rates to help reduce the deficit. Newspapers in second-class, he said, generate first-class mail and increase postal revenue.

A man from Pittsburgh asked why he hadn't received a copy of his paper in Washington by 11 a.m. Thursday when it had been mailed at 3:41 p.m. Wednesday. A postal official advised that if the paper didn't arrive in the next mail the matter should be taken up with the postmaster.

Lerner said that frequently some of his periodicals mailed from East Stroudsburg, Pa. to Long Island arrive four or five days late. A post office spokesman said efforts were being made to improve the situation.

(Incidentally, E&P is mailed from East Stroudsburg.)

New paper in Detroit; mailers delaying pact

DETROIT

A new daily newspaper—*Detroit's Black & White Reporter*—went on sale here this week as the blackout of the *Free Press* and *Detroit News* continued without immediate prospects of settlement.

The Reporter, carrying UPI service, is being published by Gary Stern, who brought out the *Detroit Press* as an interim paper last fall, when a teamsters' walkout closed the News and the Free Press, and two years ago during another shutdown of the city's major papers.

The owner of record of the Reporter is Michael Silber, attorney for Stern. Larry Dixon is publisher and Ulysses W. Boykin is editor. The paper's office is at 4612 Woodward Avenue.

Negro Oriented

The first issues were oriented toward the Negro community and the 12 pages contained a small amount of advertising, including an ad from Michigan Bell Telephone Co. Distribution of between 30,000 and 40,000 copies 10c a copy was reported.

A sale of 170,000 copies has been claimed by the *Detroit American*, which started up several weeks ago.

Negotiations in the labor dispute hung on demands of the ITU mailers, particularly a requirement that foremen must be members of the union and a rule that mailers may name their own substitutes. About 300 mailers are employed on the two papers.

The ITU printers voted 354 to 158 to accept the mediation package of $33 a week spread over 34½ months and the Guild unit at the Free Press (410 members) gave tentative approval to a similar settlement.

At the News, where the Guild unit includes only janitors, watchmen and maids, ratification of a pact giving raises of from $23 to $29.30 over 34½ months was voted. The News had agreed to match any scale given in the Free Press contract for those in the $100-139 a week brackets.

Charlie Brown has Negro pal just for week

When Good Old Charlie Brown goes to the beach on July 31st he'll lose his beach ball. Retrieving it will be Franklin, son of a GI serving in Vietnam. They'll chit-chat until August 2nd when Franklin will make his exit and Charlie Brown will again lose his beach ball. Nothing new, really, except that Franklin is a Negro.

"I didn't think I was capable," said Charles Schulz, creator of "Peanuts," in describing the strip's lack of Negroes. He said he'd "given the problem a great deal of thought" but didn't think he could "come-up with anything of meaningful value." Not until he received two letters from Negro fathers asking why there were no Negroes in the strip.

Said Harry Gilburt, vicepresident of United Features Syndicate which distributes the 18-year-old strip to "over 1,250 papers internationally": "There's no big issue involved, Franklin just comes into the strip without fanfare as a normal friend, the way kids do. It's a very normal thing."

Will Franklin make Charlie Brown's team?

"It depends if Schulz can integrate him into the strip in an interesting manner such as with the rest of the 'Peanuts' characters," said Gilburt.

Charleston firm agrees to buy paper at Aiken

CHARLESTON, S.C.

An agreement to purchase the *Aiken Standard & Review*, 101-year-old daily with 6,250 circulation, was announced this week by Peter Manigault, president of the Evening Post Publishing Co. of Charleston and Mrs. Annie H. King, of Aiken.

The Post company publishes Charleston's two newspapers—the *News & Courier*, morning and Sunday, and the *Post*, evening. The daily combination circulation is 107,000 and Sunday circulation is 87,313. The company also owns the *Beaufort* (S.C.) *Gazette*, a weekly.

In Aiken, which lies in the mountain area two counties west of Charleston, the Standard & Review has been in exeistence since 1867. It began as the *Aiken Press*. Mrs. King and her late husband, B. G. King, bought the Standard in 1934 from James F. Byrnes and an associate, after Byrnes had been elected to Congress, beginning a political career that took him to the U.S. Senate, Secretary of State for President Truman and the Supreme Court of the United States.

In 1935 the Kings bought the *Aiken Journal & Review* and merged it with the Standard. The paper has been issued mornings, Monday through Friday.

Manigault said a closing date for the Aiken acquisition had not been set but plans already have been drawn for a new building to house the Standard & Review and provide it with offset presses and photocomposition equipment.

Mrs. King indicated the sale, in which John Park Jr. of Raleigh served as broker, might be consummated by November 1.

Samuel A. Cothran, managing editor of the News & Courier the past 10 years, has been designated as president and editor-in-chief of the Aiken paper, Manigault announced. Mrs. King, who has been in charge there since the death of her husband in 1951, will continue as publisher and no other personnel changes are contemplated. Her brother, W. G. Howell, is business manager, and another brother, Albert T. Howell, is editor of the editorial page.

Cothran's career in journalism dates back to a summertime job at the *Greenwood* (S.C.) *Index-Journal*. He worked on several other newspapers in the South before joining the staff of the Courier here in 1939. During World War II he served in the Army with the rank of lieutenant colonel.

Office is full of young people

Where is the generation gap?

By Harvey Currell
Assistant City Editor The Toronto Telegram

We've been searching for the so-called generation gap in the *Telegram* editorial department this summer but just can't seem to glue it down to a glass slide to go under our editorial microscope.

The office is full of young people. Wherever you look, there's a pert miniskirt flashing by; the parking lot has its mod of motorbikes (how's that for a new noun of association?) and we've seen some truly psychedelic sport shirts.

But there's supposed to be this problem of communication. The kids should be deeply suspicious of anyone over 30 and the fussy oldsters should be moody and resentful of all this irreverent youth with its energies and radical thought patterns.

There must be something wrong. We just can't locate the problem. The students we have here for the summer don't mistrust us and we certainly don't resent them. We rather looked forward to their arrival late this spring.

Talk sessions

And through the regular talk sessions that are part of our student training plan, we've discovered that the students want for Canada most of the things that we want.

They don't accept the proposition that young people should be compelled to give up years of their lives for military service in peacetime and they don't agree that every war a democracy gets into is a just and necessary war.

They'd like to have an educational system that respects the student as an individual, is geared to his needs rather than the inclinations of the professional education hierarchy. Education writer Jack Hutton and our editorial writers have been saying the same thing for years.

They're sensitive about the treatment of minorities, particularly Negroes and Canadian Indians. So are we.

They want unjust poverty eliminated from Canadian society and a decent start assured for every Canadian child.

We don't quarrel with these latter aspirations. We find ourselves discussing how they can best be achieved. We hope that many of the young people who are here for the summer to learn how a newspaper works, will become journalists and Canadian leaders after graduation. We wish them nothing but success in implementing their ideals.

Three boys and two girls

This is the second summer for our editorial student training plan. Besides many young people who've had some experience and are able to work at a variety of editorial jobs on their own, we have five students who've had no working newspaper experience but have a love of letters, proven ability in English, History and Languages. We're trying to show them how a newspaper functions and, with some basic instruction, are giving them a chance to write. They're paid at the same rate as beginner reporters.

There are three boys and two girls. The two girls are winners of The Telegram's After Four biography writing contest, held in 1968 for the second year.

Penny Downing and Linda Cornfield are both top students of their schools. Penny has just finished Grade 13 at Sir Sanford Fleming Collegiate in North York. She's starting the ultra-tough Mathematics and Physics course at the University of Toronto in September, hopes for a career as a physicist but thinks she just might become a writer as well. We've told her she likely could combine her two loves to become a successful science writer, perhaps a female Isaac Asimov.

Linda Cornfield has finished Grade 12 with distinction at Toronto's Oakwood Collegiate. She says it was a wonderful year, enlivened by the fact that Linda loves learning and had teachers who enjoyed teaching. She's looking forward to Grade 13 and then university.

Like Penny, Linda is science-oriented. She hopes to enter a General Science university course. She also has a very definite talent for English.

This year we've one law student among our summer trainees. Finlay MacDonald has a B. A. from St. Francis Xavier University in Nova Scotia and has completed one year of law school at Dalhousie University.

(*Continued on page* 52)

IN A PULITZER PRIZE LAB—Eight college students—five of them on Newspaper Fund grants—are photographed (by "fisheye camera") in the conference room at the Riverside (Calif.) Press-Enterprise, which, incidentally, won the Pulitzer Gold Medal for public service in 1967. From left: Richard Zeiger, history major; Gilbert Fuchs, pyschology; Mark Lowens, government; Gary Stonum, English; John Gordon, international affairs; Lawrence May, political science; Mary Gottschalk, journalism; and Marilyn Shea, history.

Junket to Moscow and Leningrad

Russians learn much about Texas--Amon Carter pays fine (1 ruble)

By Newton H. Fulbright

It was a good junket to Moscow and back, according to some members of the group of 33 news executives and columnists aboard the Pan American "protocol" flight that signalled the beginning of commercial air traffic between New York and the Soviet capital.

It was the little things that made the trip, like mini skirts in Red Square and Amon Carter Jr., president of the *Fort Worth Star-Telegram*, being arrested for littering the street.

"For dumping a cigar butt in the gutter," said Ben Wright, president of *This Week* magazine.

The way Wright and others described it, Carter had stopped to tell a group of Moscovites on a street corner about Texas and Fort Worth the morning the newsmen arrived in Moscow July 16. The citizens stared with blank incomprehension, and to make himself better understood Carter took the cigar out of his mouth and tossed it into the street. A policeman rushing up, snatched up the stogie and began shouting an accusation which, hastily translated by a Russian guide, meant Carter was a litterbug and owed a fine of one ruble. Carter paid the fine.

The Way It Happened

"It's a good story," he said when questioned about it. "But that's not exactly the way it happened."

"The way it happened," he said, "I was in line, waiting for a cab. When I threw my cigar down, this policeman came rushing up, mad as a hornet. I didn't know what he was saying. There was no interpreter. One of the Russians, a little fellow, spoke some English, and he told me I had dirtied the street and owed a fine of a rubble. I took out some Russian money and held it out to the policeman and he took a ruble.

"It was just a dollar and 11 cents—the official exchange. You shop around a little, you can get four rubles for a dollar.

"Anyhow, that was how it happened. I paid the fine, then and there. He didn't give me any receipt for it. That would have been something to take home. He just took the money and wrote down something in his notebook."

His fellow junketeers remember Carter as the man for any occasion, a touring one-man chamber of commerce.

Free Distribution

"Carter brought along a big roll of Star-Telegrams," said Wright. "We were quartered at the Rossia Hotel, a 12-story structure with 6,000 rooms—Moscow's newest and finest. Every time he caught them not looking, Carter would slip up to the newsstand in the lobby and leave a few copies of the Star-Telegram. People would start buying the paper, but about then a commissar would come running up and confiscate all the papers."

Carter said that was a good story, too, but not exactly the way it happened.

"I brought these Star-Telegrams along," he said, "and I did leave some on the newsstand in the lobby, and I tried to hand out some. Hell, the people wanted to read them. But the State Department people—I made them nervous. They said I was going to get the gal in trouble at the newsstand if I kept leaving the papers there, so I quit. I started trying to give them away on the street, and I got one bus driver to take a copy."

Wright had accompanied Carter on a shove-off excursion into the subways, out to the Moscow Circus, to Lenin's Tomb. Everywhere there were friends, providentially met.

"Carter had a lot of photographs," Wright said. "Air shots of Fort Worth—verticals and low obliques showing Fort Worth's island of skyscrapers. When his newspapers gave out, he started passing out pictures of Fort Worth."

"That's right," Carter said. "I was there in 1956, and people didn't know anything about Texas. Say Texas to them, they just looked at you. Well, they all know Texas now, from that tragedy, the shooting of President Kennedy by that fellow Oswald who had spent time in Russia. They knew about Texas from that. When you mention Texas now, they all perk up and want to know about it, and if you have a picture, they want to see it."

Alphabet Trouble

His biggest trouble, Carter said, was with the Russian alphabet.

"You can't read it," he said. "I've been almost everywhere. Any other place I have been, I can make out enough words to get a general meaning. But, hell, you can't read those Russian words, you can't read their alphabet. So I wound up in the woman's john. People started laughing. They were happy to show me where to go. I carried a piece of stationary from the hotel. They take up your passport and you have no way of showing who you are. So I exhibited this piece of stationary—that was me—and I would point to a place on the map where I wanted to go, and somebody always helped you get there. I've never had any trouble with people in my life. I don't argue; I'm not mad at anybody, and I get along.

"I carried a few women's magazines, and that's what they want to see. One fellow I met on the subway took me up to his girl friend's apartment, so I could show her the pictures in the magazine.

"He spoke English. They all ask you about automobiles—do you own one? When he started talking about automobiles, I asked him if he could buy one, and how much it would cost. He said he would have to pay cash, about two year's salary for one—place his order, turn the money over to them and wait about two years for delivery. They would have his money all the time, without paying a dime of interest."

The touring newsmen felt that Moscow had improved in appearance since they visited there last. Most of them had been to Russia before. People in the city were better dressed, and looked better fed. More were riding in automobiles.

Rockets But Wrong Key

"The Hotel Rossia had gone up since I was there last," said Wright. "But it was just like the old Metropole I knew 11 years ago. Elevators didn't work and neither did the telephones. Ask for your key, you likely got the wrong one."

Carter agreed this was right. "It always puzzles me," he said, "how inefficient these people can be with an automobile, a telephone or an elevator and yet put rockets to the moon. It seems unreal, but the State Department people tell me there's nothing unreal about the military equipment the Russians have."

(*Continued on page* 40)

WITH ADVICE AND CONSENT—Maggie Kilgore, second from left, Capitol Hill reporter for UPI, takes over from Gerry Van der Heuvel, Newhouse News Service, as president of the Women's National Press Club, with the approval of Pennsylvania Senators Joseph Clark, left, and Hugh Scott, right.

Press takes risks for Czech liberty

By Edwin Roth

PRAGUE

For world history, it was very informal: a youngish, bald-headed man, sitting at a white-covered table together with other men in shirts without ties who took notes of what he told them. Between their reporters' notebooks on the white tablecloth stood beer bottles, beer glasses, and coffee cups.

But the tension at this informal press conference was tremendous — because everyone there was living through a great hour in the history of human freedom.

General Vaclav Prchlik, the youngish bald-headed man in the white shirt without tie, heads the Czechoslovak Communist party's security department. He is the chief political officer of the Czechoslovak armed forces.

Russians told off

Acting on orders from his party's first secretary, Alexander Dubcek, General Prchlik used this press conference for publicly telling the Russians to jump into the Volga. His Czech phrases were more diplomatic, of course—but their meaning was very clear.

Never since the Hungarian uprising in 1956 was this kind of language publicly used against the Russians in any eastern bloc nation.

The Czech and Slovak journalists who came to Prchlik's press conference have now enjoyed more than six months of press freedom—after 20 years of strictest Communist censorship, and secret police terror with arbitrary imprisonment, torture, faked political trials, and murder. Since January of this year, these journalists and their colleagues throughout Czechoslovakia have freely exposed the terror in Czechoslovakia under the Stalinist dictator Antonin Novotny and his predecessor, have freely criticized the present regime, and have led a debate about how to guarantee freedom for Czechoslovakia in future.

They have created lively, interesting, informative, and controversial news media; so lively and interesting that newspapers are torn from their sellers' hands on the streets of Prague while their ink is still wet.

But these journalists are not merely reporting or commenting about this year's revolution which has given Czechoslovakia the greatest amount of freedom ever known in any Communist state. They themselves have done more than any other professional or social group to make this revolution—and all who have done this would be in terrible personal danger if Russia would succeed in putting the Novotny regime or something like it back into power.

Tradition of Democracy

Nothing like Czechoslovakia's new freedom of the information media has ever existed in any other Communist state. Even the considerable press liberalization of Tito's Yugoslavia in recent years is much less than what has happened in Czechoslovakia since January under Alexander Dubcek—whom Tito now supports against Russia.

But Czechoslovakia is unique among all the Communist states through having a tradition of democracy and press freedom, something never known by Russia, Hungary, Poland, Bulgaria, or Yugoslavia.

Communist East Germany was part of a democratic republic with press freedom until Hitler came to power in 1933 — but the Czechoslovak republic founded by the humanitarian democrat Thomas G. Masaryk in 1918 was a free democracy until Hitler occupied it in March 1939, and had three years of democracy from 1945 until the Stalinists took power by an armed coup and established their dictatorship in February 1948.

The only nation in which the Communists destroyed existing press freedom was Czechoslovakia. Since January, the courageous journalists of Czechoslovakia have not created something new—but have merely begun to revive an existing tradition of liberty.

This has caused frantic fear among the rulers of Russia and other Communist countries—especially in Czechoslovakia's neighbor East Germany—that their own nations may be infected by the Czechoslovak freedom virus. The German-language broadcasts of Prague radio since January, in which the terror of 20 years has been exposed and the present Czechoslovak regime has been freely criticized, infuriated (and frightened) the Communist regime of Walter Ulbricht.

Demand for Press Control

The most important demand in the menacing ultimatum sent by Russia, Poland, East Germany, Hungary, and Bulgaria from Warsaw to the Czechoslovak Communist party's central committee was that the Communist party should rigidly control all information media.

As the Czechoslovak Communists under Dubcek have abolished censorship, the control demanded by Russia and its satellite states would be censorship in the interests of Russia and its satellites—especially East Germany. It would be not Czechoslovak censorship, but Russian censorship.

To this demand, Dubcek replied in a dramatic television speech: "We have created an atmosphere in which everyone can express himself without fear."

Growing Fear

But under Russia's enormous threats, fear has returned to Czechoslovakia. A Russian victory could mean imprisonment and even death for many journalists who have taken part in the fight for freedom. Those of their children who are in higher schools and universities could be expelled for being the children of "traitors".

Some Communists in Czechoslovakia who for personal reasons want the return of the previous Communist regime are increasing the fear among the journalists supporting the liberalization by vicious threats through anonymous letters and telephone calls. Jewish journalists are getting threatening letters filled with obscene anti-Semitism.

Russia's blackmail against the Czechoslovaks who want freedom is exactly the same as Hitler's blackmail against Czechoslovakia thirty years ago. The older Czechoslovak journalists who lived through this experience in 1938 remember that even the language now used by Russia is almost identical with that of Hitler's propaganda machine.

In this fight, Czechoslovakia's journalists are showing superb personal courage. The spirit of their own revered Masaryk is with them. They are writing—and creating—a great chapter of history.

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New reason for a 'stop'

VANCOUVER, B. C.

Circulation managers are constantly busy searching for ways and means to improve service which could be termed as the life line of circulation. One of the leads comes by way of the reasons given by subscribers who stop the paper.

Province circulation manager Bob Howatson has one of the keenest eyes when it comes to the daily scrutiny of the "stop reasons" that are sent in by carriers. The headachy types sometimes provide a chuckle—the kind that make you laugh on the outside and cry on the inside.

Recently Bob speared a stop that was sent in by one of Mickey Dean's carriers. The reason on this one simply read "jealous husband." Tagged with a note "rather an unusual reason," the stop was sent to Mickey to do a little investigating and here is what he found out.

The subscriber was a newlywed boasting the ripe old age of eighteen. His bride of sixteen had applied for one of the Province "Bride Packs" which was delivered to the couple along with a two week complimentary subscription.

The newly weds enjoyed the paper for a few days until the groom discovered that the carrier who delivered the paper was a former beau of his wife!

The carrier is seventeen.

Trowbridge joins Gannett Co. board

ROCHESTER, N.Y.

Alexander B. Trowbridge Jr., president of the American Management Association and former Secretary of Commerce, was elected a director of Gannett Co. Inc., it was announced July 25 by Paul Miller, president.

Trowbridge, who has been president of the AMA since June 1, he served as Secretary of Commerce under President Johnson from February, 1967 until March 1, 1968.

On the Gannett board, he joins another former member of a Presidential cabinet, William P. Rogers, who served as Attorney General under President Eisenhower from 1957 to 1961. He is senior partner in the New York and Washington law firm of Royall, Rogers and Wells.

Dailies prepared for direct assault on television claims

By Jerry Walker Jr.

Unhappy over the decline of general advertising linage and stepped up efforts by the television industry to reduce newspapers' share of retail advertising dollars, an all-out sales attack is in the final stages at headquarters of the International Newspaper Advertising Executives, Danville, Illinois.

Word of this impending assault was made public at the INAE's 101st sales conference recently in Florida by Harold Mossberger, advertising director of the *Houston Chronicle*, who is chairman of the INAE research committee

The plan calls for a concerted newspaper industry selling effort to disprove the "broad and excessive audience-coverage claims of television," Mossberger said. "Individually and collectively," he stated, "we have been deficient in our selling effort against this strong competitor."

To accomplish this objective, the association, which has approximately 1700 daily newspaper members, is providing each advertising sales manager with a source for data and directions on how to make localized comparisons between newspapers and television in their respective marketing areas as "close as available and usable research allows," Mossberger said.

The technique used for comparing television and newspapers was formulated by William H. Scrivner, advertising director of the Madison (Wis.) Newspapers Inc., who submitted it to the INAE Research Committee which decided to adopt it as a special project.

Technique devised

Mossberger said it has been made into a "six-easy-steps, do-it-yourself" presentation kit which newspapers will be receiving a "little later on this year." As such, he noted, the newspaper executive does not have to be "research-oriented to complete one of these projects."

In step number 1, he said, "we will show how, for comparable purposes, to define the marketing area, using American Research Bureau Area of Dominant Influence." This information, he said, is available from *Sales Management's* Survey of Television Markets.

The second step is the establishment within a newspaper's marketing area of the number of television stations and their rates and the number of daily newspapers and their line rates, he said.

For step number 3, he said the number of television homes is projected against figures on households receiving a daily newspaper. This information, he said, is obtained from *Sales Management's* Survey of Buying Power.

In steps 4 and 5, the rationale of comparing reach and frequency of a television schedule with that of a newspaper advertising schedule is shown, using the same dollar expenditures.

The last step

The last step in the presenta-

(*Continued on page* 38)

For the Record

By Jerry Walker Jr.

A search is underway to find a new president of Newspaper 1. This has come about as a result of the unexpected resignation of Harold Jaeger, who has managed the 30-member newspaper sales group since its establishment in 1962 . . . Madison Ave. was turned topsy-turvy this week as a result of two full-page Abercrombie & Fitch ads in the Sunday (July 21) *New York Times* and the Monday (July 22) *New York News* announcing the store's first warehouse clearance sale in 75 years. This was the only advertising of the sale. On Monday, before the doors of the prestigious Madison Avenue bazaar opened, shoppers were in line behind police barricades, waiting to buy an estimated $750,000 worth of forgotten artifacts and assorted items such as 3 Yukon dog sleds, a prefabricated, furnished vacation house, 168,000 Christmas cards without envelopes and 3 "pretty awful" oil paintings. Police estimated that 4,000 people an hour entered the store for 11 hours . . . Senior vicepresident Schuyler Van Vechten, who was responsible for the sale idea, said about 700 people come into the store during a normal day . . . Store officials reported that additional merchandise had to be brought in to continue the sale on Tuesday and Wednesday as advertised, and that many of the regular priced items not on sale were being purchased by shoppers, a dramatic demonstration of the Bureau of Advertising's point that department store newspaper ads not only spark sale of advertised items, but trigger sales of non-advertised merchandise as well (E&P, Jan. 14, 1967) . . .

Lou Tannenbaum, the BoA's vicepresident in charge of department and chain store sales, is leaving on August 1 for a new job which he declined to announce at this time . . . No successor has been named by the Bureau, but Lou said the job description, which he wrote, calls for a "youthful, knowledgeable" person. . . . Bulova Watch Co. with an expanded television and magazine ad campaign has withdrawn its newspaper co-operative allowance as of July 1 . . . George Foreman, advertising director for the watch firm, said the 15,000 dealers would get co-op allowances for direct mail, instead. . . . Bill Solch, who runs the Bureau of Advertising's Retail Clinic, is setting up arrangements to make his presentation to U.S. Plywood dealers starting August 26 . . . About 19 meetings are scheduled. . . . Twenty-month old *Suffolk Sun* on New York's Long Island recorded a 1½ million line gain in paid advertising for the first six months of '68 . . . Retail more than doubled, with 1,988,712 this year as compared to 929,400 in 1967. National rose from 196,491 to 461,338. . . . Junior Flagwaver, prepared by Consumers Circulation Company, featuring cents-off coupons were unfurled in the July 21 editions of the *Oklahoma City Oklahoman* and the *Arkansas Gazette* at Little Rock. Advertisers included Warner Lambert's Listerine, Columbia Record Club, Fingerhut Manufacturing Company and American Education Publications. Earlier this summer, Consumers introduced a similar form called the Senior Flagwaver in the *Cleveland Plain Dealer*. In the fall, Consumers, (Shawnee Mission, Kansas) will introduce a For Men Only co-op envelope that runs in newspapers in combination with a Sunday sports section ad. A new kind of newspaper-distributed co-op envelope called Santa's Gift Pack will be distributed during the Thanksgiving/Christmas promotion period for gift, toy and food manufacturers . . . The For Men Only stuffer is being tested on October 13 in the *Atlanta Constitution, Chicago Sun-Times, Houston Chronicle, Philadelphia Inquirer* and *Wichita Eagle-Beacon* . . . Ted Isaac, president of Consumers, said this new method of coupon distribution has "worked better than mail for three out of four advertisers who have tried it." Cost? $10.50/M to distribute the coupon ($6 for a second product) . . .

American Hardboard Association reports that 211 newspapers tied in with AHA's 1968 Homebuilding and Remodeling Promotion. . . . According to the National Association of Engine and Boat Manufacturers, newspaper boat advertising reached a new high during the first six months. Boat advertising also has helped to produce a bumper crop of outdoor and camping sections in newspapers. Survey covered 183 papers in 140 cities in 39 states and District of Columbia. Averaging slightly better than 11 pages per paper, dailies ran a total of 2,018 pages; 44 had sections of 8 or more full size pages and 41 produced tabloid sections of 12 or more pages. Tops was the *New York Times* with two boat show editions and Spring Boating Preview and Going Into Commission sections totaling 86 full size pages . . . *Boston Herald Traveler* fielded two sections with a total of 63 full pages; the *Dallas Times Herald* three for 28 and the *Providence Journal* two for 28 . . .

Chicago newspaper ad salesmen are keeping their eyes on the renovation of the former Allstate Insurance building, taken over by the parent company, Sears. There are indications that Sears is moving in television equipment for production of tv commercials? . . . National Funeral Directors Association signed an agreement with the Department of Justice, ending an antitrust action filed last November in Milwaukee. The association must re-admit any funeral director who has been expelled from the association because he advertised the price of a funeral.

THE CLASSIFIED CLINIC

'Yankee Trader' ads are handled cheaply

By Stan Finsness
CAM, Providence Journal and Bulletin

In this column, July 13, I wrote about the *Providence Journal's* "Yankee Trader"—a cash-with-copy $1-2 lines-3 days promotion designed to get some of the "nuts and bolts" ads back into Classified.

I look back now with mixed emotions.

A half-dozen publishers of Rhode Island weeklies are viewing the "Yankee Trader" with 'professional fascination" plus some other reactions.

The publisher of the *Attleboro* (Mass.) *Daily Sun* says he did it first with his "Yankee Peddler."

CAMs, ad directors and publishers of various-sized newspapers are writing and calling for information, asking for tearsheets, wanting to know, "Does it really work, what does it cost, is it affecting the rest of your Classified?"

First of all, the "Yankee Trader" is only one, and a latecomer at that, of the many successful family-type want ad promotions being run around the country. They date back 20 years and longer, with credit given, I've been told, to the late Milt Werner, who originated this kind of thing when he was CAM at the *Milwaukee Sentinel*. They're all different, tailored to individual newspapers and their markets, designed to meet the varying conditions we all face.

A recent article in *Publishers' Auxiliary* detailed the reaction of publishers of Rhode Island weeklies—

- "It hasn't hurt us yet, but I'm keeping an eye on it. You can always tell when they start a new push on Classifieds in our territory. Every time they do, we grow."
- "If worse comes to worse, I will try giving away Classifieds . . . the rate absolutely intrigues me . . . can't figure why a newspaper that large has to do it." (This publisher noted that "the Providence paper telephones my Classified advertisers in an attempt to convert them to their pages.")
- "It is absolutely incomprehensible that one of the best papers on the East Coast finds it expedient to sell their product below cost."
- "I think the Journal-Bulletin has possibly felt the effect of crime in the marketplace . . . Classified in a metropolitan daily these days can be a printed invitation for every crook and kook in the city to come out and look the house over . . . I think they have struck on something quite clever, because many people feel that a good bargain is worth a little risk."

Purpose Accomplished

The "Yankee Trader" rate IS low, but that isn't what we're interested in. The promotion was designed to do just one thing: get ads into the paper that most newspapers just aren't getting. That purpose has been accomplished. The "plus" factors, let's call them by-products, of readership and circulation value can't be measured in terms of dollars though there likely aren't many syndicated features that can match a column of this kind on readership. Participating, personally involved readership.

Another factor that's almost impossible to measure: the new users of Classified who start out with a "Yankee" ad for a buck to sell something for $25 or less, get good results and then start using regular Classified ads to sell something worth a lot more the next time. Or the Ford dealer who's been a rather reluctant user of Classified because it doesn't "reflect his image properly", but who's becoming more and more sold on the whole idea of the effectiveness of Classified because he's having so darn much fun running ads on stuff around his own home in the "Yankee Trader".

Helping Everybody

Publishers of some of the weeklies in the area have shown concern. I hope this will change. It's been my experience that when one paper goes out and promotes its Classified, it helps everybody.

Another point should be brought out here. The "Yankee Trader" column is handled a little differently from regular individual Classified ads. The copy goes up as one unit, actually as one ad to process, not a couple of hundred individual ads and 200 pieces of paper flying around the composing room. The whole thing is punched on tape and fed into linecasting equipment. The ads aren't classified or alphabetized. They're all cash with copy. No credit checking, no billing, no collecting cost. Each day's expiring ads are killed out as one unit. No complicated paper marking, no individual handling, no kills or corrections.

These factors help you avoid a good portion of normal handling costs.

CHECKUP ON FREE ADS

Many newspapers offer free want ads to help young people obtain summer employment.

To determine the results of its "Youth Wants Jobs" free want ad offer, the *South Bend* (Ind.) *Tribune* circularized each young person who placed an ad to learn what response he received.

Return post cards were mailed to the 1,134 youngsters who placed ads. The card asked if they received telephone calls, how many calls they received, and if they obtained employment.

A total of 749, or 66%, returned cards. Of these, 239, or 31.9%, received calls in response to their ads. 139, or 18.6%, received one call, while 100, or 13.3%, received two or more.

A total of 11.9% of the 749 persons who returned their cards obtained employment. More than one-third of those who received calls, 37.2%, actually got jobs.

The Tribune preceded its "Youth Wants Jobs" offer with a page advertisement in color headed "An Open Letter to a Discouraged Teenager". The ad was published by the Tribune's Classified Department in behalf of the Michiana Personnel Association.

The ad pointed out that their dress, manner and attitude prevent many young people from obtaining employment, and suggested improvements. Part of the copy read, "You see, Kid, people who hire people aren't 'with' a lot of things. We know more about Bing than about Ringo, and we have Stone-Age ideas about who owes whom a living. Maybe that makes us prehistoric, but there's nothing wrong with the checks we sign."

More than 10,000 reprints of the advertisement have been distributed by the Michiana Personnel Association, schools, business establishments, churches and interested organizations.

Oldtime bargains fill Birmingham stores

BIRMINGHAM, Ala.

Nickle coffee . . . $100 dresses for $20 . . . bottle of aspirin for five cents . . . $40 rugs for $4 . . .

No, the *Birmingham News* and *Post-Herald*—and their advertisers—weren't kidding when the papers announced such bargains.

It was all part of Birmingham's "Good Old Summertime" promotion and the results were just as fantastic as the prices.

The big day started when the Tutwiler Hotel decided to announce its grand re-opening in grand style. When the hotel opened in 1914, it was described in a brochure as a "palatial institution" and was heralded around the nation as one of the leading hotels in the South.

Downtown Promotion

Recently the hotel completed a $1.5 million renovation program, so in staging the grand re-opening, the Tutwiler's management decided to roll back the calendar to 1914 with prices and atmosphere in keeping with those of 54 years ago. For one day, some of its prices would read like this: Rooms for $4, dinner for $1.35 and an all-you-can-eat buffet for just 39 cents.

Soon the News and Post-Herald and the promotion committee of Birmingham's Downtown Action Committee were caught up in plans for turning the hotel re-opening promotion into a big "Good Old Summertime" event for the entire downtown area.

Plans quickly took shape for the most sensational Saturday outing of fun, entertainment and values in downtown Birmingham history, with many merchants setting up "1914 Specials" for shoppers.

Special sections in Friday evening's Birmingham News and Saturday morning's Post-Herald featured ads set in old-time format along with photographs and news copy devoted to news of 1914—such as the assassination of Archduke Ferdinand, sports and entertainment of the era, 1914 fashions which saw daring mini-skirts exposing ladies' ankles, streetcars clanging their way along the city's boulevards and women protesting for equal rights!

The big day started with the Tutwiler holding a Pioneers of Progress breakfast Saturday for some 100 business and civic leaders.

During the day many store

(*Continued on next page*)

Tv network will give politicians half-rate

A special rate for one-minute political sponsorships on the NBC Television Network—half of the rate-card price for minute participations — was announced this week by Ernest Lee Jahncke Jr., vicepresident, Political Broadcast Unit, NBC.

NBC is also taking steps to meet expected requirements of candidates for minute spots in prime time by creating an additional one-minute availability in 60 and 90-minute participating programs in the nighttime schedule, Jahncke said.

"We believe these steps to be an imaginative approach to the reasonable needs of political sponsorships and to our responsibility to make time available to the parties and candidates for political purchase," Jahncke said.

He emphasized that the special rate and the additional minute availabilities would be in force only from August 1 to Election Day, 1968, and should not be regarded as a precedent for any other purpose.

The special rate will apply both to the newly-created minutes for political sale and to any minute participations that may remain available within NBC's normal commercial structure and are ordered by political advertisers. NBC's affiliates will receive full compensation for political sales. The additional spots will be created only for political sponsorships.

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Birmingham

(*Continued from page* 17)

clerks—and some executives, too—wore old-time costumes, including straw hats, long dresses, suspenders and garters. Music of the 1914 era rolled from loudspeakers in the downtown area. The DAC offered a prize for the best window display and the Tutwiler conducted an old-time costume contest.

Also in keeping with the 1914 theme, there was a parade of antique cars and barbershop quartet serenaded shoppers in the downtown area.

'Showed Good Increases'

The president of one of the city's largest department stores called the event "a definitely successful promotion. We showed good increases, especially downtown."

Another merchant called it "the most successful Saturday we've had at this time of the year in many a moon. Coming at what is usually the very depth of the retail season, it was a most effective promotion."

A third businessman observed, "This format is worthy of being used with variations often in the future. It was timely and came at a time when we needed to promote as a group. It was fresh and new and it wasn't completely dependent upon price."

A furniture store owner—who offered his entire stock at half price, said the promotion provided "the best single day's business in the history of our downtown store. This came from a half page ad in the Birmingham News and Post-Herald. Needless to say, we are most anxious to continue with those combined downtown promotional activities."

Richfield makes PR assignments

PHILADELPHIA

Atlantic Richfield Company announced seven appointments in its public relations department, including newly-created area managers at Dallas, Los Angeles and Philadelphia.

Four of the posts will be headquartered in New York City when Atlantic Richfield moves its executive offices there in September, according to William G. Shain, manager of public relations.

In addition to Shain, those who will have offices at 717 Fifth Avenue, New York are:

Robert D. Crompton, manager of news services, formerly director of press relations.

W. Bruce Evans, manager, community services.

N. Maxwell Ewing, manager of graphic services.

Robert R. Royce, manager of editorial services, responsible for preparation of published public relations materials other than news releases.

Designated area public relations managers:

John Nation, Mid-Continent Area, Dallas.

Rodney W. Rood, Western Area, Los Angeles.

Thomas C. Veale, Eastern Area, Philadelphia.

Atlantic Richfield was in the financial news this week as half-owner of Alaskan lands where a major oil and gas discovery was reported.

Public Relations Appointments

The appointment of **Peter M. Mesney** as account executive was announced by Morton Sontheimer, president of Sontheimer and Company, specializing in representation of governments, particularly in the fields of industrial development and tourism.

* * *

John F. Budd Jr. and **G. Thomas Lyon** have been appointed group vicepresidents and members of the executive staff of Carl Byoir & Associates. Budd joined the firm in 1948 after serving as director of publicity for the New York Museum of Science and Industry. Lyon, a former newsman, joined CB&A in 1952 after serving in the public relations department of General Electric Co.

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Four executive promotions have been announced at Edward Gottlieb & Associates. **James H. Cassell Jr.**, director of Corporate and Financial Public Relations, and **Phyllis H. Berlowe**, director of Food Public Relations, have been promoted to vicepresident. **Frank P. Thomas** and **Richard Carpenter**, both senior account executives, have been promoted to account supervisor.

* * *

William H. Freed has joined the New York office of Harshe-Rotman & Druck, as an account executive on the Greek National Tourist Office account. Formerly with the **New York Times**, and an ABC correspondent in the Scandinavian countries, he directed for many years the joint information service in the U.S. for the national travel offices of Norway, Denmark, Finland, and Sweden.

* * *

Phil Moore has been appointed director of publicity and advertising in the Promotion Department of Lone Star Gas Company, Dallas.

* * *

Robert W. Zelnick has joined Provident National Bank, Philadelphia, as manager, Public Relations.

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Waltham Watch Co., Arizona Biochemical Co., and the National Advertising Company have appointed **Daniel J. Edelman** to undertake public relations programs.

* * *

Arthur J. Zuckerman has been named manager of editorial services in the public relations section of Xerox Corporation.

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Lis King has been named vicepresident of public relations for Keyes, Martin & Company, Springfield, N.J. Formerly a news writer and editor, Miss King joined the New Jersey ad agency's public relations division in 1964.

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Ernest J. (Buzz) Hughes, who conducted the Carl Stokes election campaign in Cleveland, is now president, American Forest Products Industries, a new public relations post.

* * *

Management of the Bermuda News Bureau—publicity branch of the island's Trade Development Board—is under the direction of **D. Colin Selley**, deputy-director of the Trade Development Board.

* * *

Rudy A. Hornish has joined McDonnell & Co. to direct the advertising, sales promotion and public relations marketing programs for this 25-branch national investment brokerage firm. He will be responsible for the cordination of the services provided by Erwin Wasey, for advertising, by Harshe-Rotman & Druck, for public relations.

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Ross Roy Inc., has been awarded the public relations and advertising responsibility for the Demonstration Project of the Flint (Mich.) Transportation Authority.

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Richmond group profits climb

RICHMOND, Va.

Consolidated earnings of Richmond Newspapers Inc. climbed 8.1 percent during this year's first six months.

RNI reported that profits came to $1.09 million, or 76 cents per share. During the first six months of 1967 the company earned $1.01 million, or 70 cents per share.

Consolidated revenues rose 6.7 percent to a record high of $21.4 million. This compares with $20.05 million for the first half of 1967.

The company said its pre-tax profits also set a record. They totaled $3.6 million, a gain of 21.5 percent from the first half of last year.

RNI and its subsidiaries own and operate the *Richmond Times-Dispatch*, the *Richmond News Leader*, the *Tampa Times* and the *Tampa Tribune;* two AM and two FM radio stations, and have interests in cable television systems in Virginia and Florida.

PROMOTION

Georgians told: 'follow the leader'

By George Wilt

An Air Force officer's cap, featuring a winged figure "1" in place of the service medallion, served as the graphic trade mark for the *Athens* (Ga.) *Banner-Herald's* ICMA award-winning promotion campaign.

While programs that use the "Number One" designation have become rather ho-hum in the promotion business, the circulation and advertising-building campaign cooked up in the home offices of Southeastern Newspapers Corporation by promotion director Al L'Heureux and art director Richard Ellis uses the device with some new twists to point up the paper's leadership in several areas.

Catch-phrase for the all-media campaign is "Follow the Leader," and uses in-paper ads in red and black to promote local, state and national news coverage, circulation and delivery services. Other media include truck signs, street rack signs, die-cut door hangers, bumper stickers, retail, classified and national ads, "Follow the Leader" buttons worn by all newspaper employees, including news, advertising and circulation staffers.

A "Follow the Leader" credit card for advertisers afforded new clients the opportunity of running two ten-inch ads free, as a test of efficiency and effectiveness.

A demographic and economic study of the market area, using the same theme followed the campaign, and was individually tailored with a sales folder for retail, classified and national sales staffs.

Before kicking off the promotion, special briefings were held to familiarize employees with the "follow the leader" package, and particularly with the segment that would directly affect each department.

The first in-paper ad, a four-column by 250-line insertion, summarized leadership areas of the Banner-Herald, with type mortised inside the giant "1". The second ad showed a silhouetted state capitol dome inside the "one," with the head, "Leader in state news coverage." Subsequent ads included "Leader in Service" pointing out 134 years of community participation, "Leader in Retail advertising linage" with a chart inside the hollow "1" . . . "Leader in Classified" with a background of want ads on a benday background in the numeral.

Computerized Quality

An ad on "Leader in Outdoor News" used a pith helmet in place of the Air Force hat perched atop the numeral, and copy included a boxscore showing number of inches of outdoor news . . . while a "Leader in Computerization" ad tells how the Banner-Herald uses its computer to produce a quality newspaper.

"Leader in aggressive editorial opinion" shows the giant numeral perched upon the symbolic soapbox. "Leader in Local Columnists" ad uses a fedora with press badge in place of the Air Force hat, and lists all of the paper's regular columnists. The ad showing leadership in national advertising uses trade marks of national brands on a red background inside the numeral, and a log of linage and volume comparisons.

The Banner-Herald campaign was named best entry in the classification for newspapers with circulation under-25,000 at the International Circulation Managers' Association meeting in Las Vegas last month. The contest was judged on the basis of quality of content, aptitude of thought, image effectiveness, exposure and total impact.

* * *

SCHOOL HOUSE—A full-color brochure, die-cut in the shape of a little red school house, promotes the *Baltimore Sun's* "Back to School" Section, to be published August 22. A table in the folder shows estimated August-September volume-per-1,000 households, and total market potential in dollars for girls' wear, footwear, boys' wear and footwear, luggage, briefcases and school bags, and portable typewriters.

The mailing piece is also used as part of a complete "back-to-school sales kit" that also includes a sales planning guide, worksheets, tables of school enrollments and sales projections, display sign order forms, promotion ideas, article reprints and keynotes. Also included in the kit are trade mailers, production schedules and art clip sheets.

* * *

KENNEDY BOOKLET — A "Kennedy Assassinations" booklet that reprinted significant newspaper pages covering the assassinations of both John F. and Robert F. Kennedy has gone into its third printing at the Gannett Rochester newspapers. Conceived originally as the result of interest in extra copies of coverage of the RFK assassination in the *Rochester* (N.Y.) *Democrat & Chronicle* and the *Times-Union*, the 36-page booklet includes carefully selected pages from both papers from 1964 and this past June. More than 10,000 copies of the booklet have already been ordered, at 50c each. Promotion was by in-paper ads and editorial boxes in both newspapers.

* * *

STAFFER AWARDS — The *Gary* (Ind.) *Post-Tribune* used a full-page in-paper ad reproducing the photos of 29 winners of "Most Valuable Staffers" awards presented to student journalists on high school newspapers.

* * *

FOR DUFFERS—The *Christian Science Monitor* has published its second "Duffer's Guide," this one titled "Duffer's Progress." It reprints golf advice from columnist Allan Duffer (actually he's John Allan May, London Bureau Chief of the Christian Science Monitor). The little booklet, printed on a variety of colored text papers, includes 20 lessons, some droll cartoons, and surprisingly, some good advice.

* * *

MENTAL HEALTH — The roots of violence and suggestions for treatment are discussed in a free pamphlet that contains lectures delivered by psychiatrists at the 15th annual series of mental health lectures sponsored by the *Hartford* (Conn.) *Courant* and the Institute of Living.

The 30-page pamphlet, available on request to Mental Health, The Hartford Courant, Hartford, Conn., 06101, also traces the development of a mature personality, equipped to cope with today's society.

* * *

DEMO STUDY—The nation's newest million-population market is dominated by large families with children, cars, expensive homes and income over-$10,000, according to a new survey of Suffolk County, Long Island, by Creative Research Services, Inc.

Entitled "Demographics of the First Million," the study was sponsored by the *Suffolk Sun*. The findings are based on a random sample of 1,000 telephone homes and Suffolk Sun subscribers.

* * *

FINANCE—The *New York News* has released a brochure, "Facts for Financiers," pointing up News readership by people who are investing for the first time, and with other audiences. Back page copy tells of News distribution of the Standard & Poor Stock Guide. The News sold 51,258 copies of the Guide by mid-February, compared to a previous high newspaper sale of 22,000.

FCC imposes new 'freeze' on AM radio

WASHINGTON

The Federal Communications Commission has imposed a "freeze" on all applications for new AM radio stations. No new applications would be received after July 19, the Commission announced.

The purpose of the "freeze" is to enable the FCC to make a study of whether there is "a significant national need" for any new AM stations. The study also will seek to find out whether available frequency space should be saved for future use in "developing areas" but the announcement did not define "developing areas."

Also under consideration, the announcement said, is the question of combining AM and FM as a single aural service in a future allocation system. A flood of new AM applications, the FCC feared, might "frustrate the purposes" of that proceeding.

The Commission will continue to process about 400 applications for new AM stations now on file but won't receive any more until its study is completed.

The FCC noted that it previously had halted AM radio applications in 1962. At that time, the FCC said, the agency was concerned because some areas didn't have any primary local radio service despite the growth of AM radio. The FCC said it adopted rules to reduce these so-called "white areas," but that the rules had only "limited success" so the commission called for another review.

Since the 1962 freeze, the FCC said, the number of AM stations has grown from 3,871 to an expected 4,300 by the end of this month.

JOURNALISM RESEARCH

Publishers' sights on long-range study

By Jack Haskins, Ph.D.
Snow Research Professor, School of Journalism, Syracuse University

Our national survey of U.S. daily newspaper publishers views on research is complete and the report is at the printer.

While many of the findings will be reported in this column, you might like to know about the availability of a complete summary of findings.

The survey—several months in execution and planning and analysis—includes such questions as:

*Looking ahead 20 years from now, in which phases of newspaper operation are THE GREATEST CHANGES likely to occur? (open-end question)

*Which of those changes represents THE GREATEST OPPORTUNITY for newspapers of the future?

*What one research study would you most like to have performed at the present time, if you had your choice and money was no object? (open-end)

*Considering the daily newspaper industry AS A WHOLE, not just your own operation, please rate each of the following 14 operational areas on the NEED FOR INFORMATION among publishers today. Check one box ("great need" or "some need" or "no need") for each area listed.

(14 operational areas included: management, economics; personnel; mechanical; typography; editing; reporting writing; circulation; promotion; advertising; newspaper image; newspaper research; journalism education; competitive media)

*(On great needs) What specific problems do you have in mind?

*How do you think these problems can best be solved?

A 16-page printed summary booklet will be available to those of you who might want an overview of the findings. Write for *Summary: Publishers' Views on Newspaper Research* and enclose 25 cents in stamps to:

Newspaper Research Program
School of Journalism, Syracuse University
Syracuse, N.Y.
(Attn: Prof. J. B. Haskins)

Survey respondents and journalism deans/directors will automatically get free copies. (A more complete technical report will also be made available later.)

TECHNIQUES FOR INCREASING MAIL SURVEY RESPONSE

You—particularly if you're research-oriented—may be interested in how we obtained a high response rate in the mail-conducted publishers' survey above.

Since we knew from reviewing previous surveys that publishers are low-responders (average, 45% in other surveys), we pulled out all the stops in trying for something better. The techniques that helped us get the 63% response rate from publishers included:

. send an advance letter before the questionnaire
. send a covering letter along with questionnaire
. the covering letter's characteristics:
  ... individually typed
  ... personally addressed to respondent
  ... on university letterhead
  ... specific about a due date for return
  ... mention some benefit to the respondent
  ... assure respondent's anonymity
  ... have handwritten signature
  ... have short handwritten post script
. used first-class and airmail postage *stamps*
. include return-addressed stamped envelope
. send follow-up reminder letter, after questionnaire
. send second follow-up reminder with additional questionnaire

Every one of these techniques has been experimentally tested in other mail surveys and found to increase returns. They helped us, we believe, and they may help you.

PUBLISHERS' ATTITUDES TOWARD RESEARCH

The top decision-makers on newspapers—whether identified as publisher, president, general manager or whatever—are the ones who decide, implicitly or explicitly, the role of research.

Though not always verbalized, these implicit or explicit choices are made among such questions as:

... can research be useful at all?
... should our research be aimed at day-to-day "fire-fighting" or at long-range objectives?
... should it be aimed at the individual newspapers' problems or on problems of industry-wide import?
... should it be used for internal decision-making, for external promotion, or a combination of both?
... if used for internal decision-making "intelligence", which of the many newspaper operational departments are allowed to utilize this resource—just the promotion-marketing-advertising operations (as appears to be usually the case), or can other departments such as editorial, circulation, personnel, use it to help in their decision-making processes?
... who should perform the research—individual newspapers, industry-wide groups, universities, or ?

Those are some of the questions regarding research that are decided by newspaper management, even if only in the absence of thought or explicit decision.

Some of the answers to some of these questions are to be found in our recently-completed national survey of publishers.

Virtually all U.S. daily publishers believe research can be useful, that it should be aimed at long-range rather than day-to-day problems, that it should solve industry-wide rather than isolated problems. Those findings emerge from the following data:

Q: "What do you personally feel to be the most useful role of newspaper research?

87% Solving long-range industry-wide problems
34 Solving day-to-day problems on individual newspapers
33 Solving short-range industry-wide problems
1 Research not useful at all
(Note: results add to more than 100% due to multiple answers by respondents)

AP's Computers Set Horse Race Data in Column

Computers at New York headquarters of the Associated Press now set the daily entries for each horse race track in side-by-side format, single column, for AP member newspapers.

"Programming for this new system was motivated by membership demand," says Mel Fennell, the AP official in charge of computer operations and applications. "It saves the back shops of newspapers a great amount of time and labor."

Heretofore the Teletypesetter operators on AP's coast-to-coast racing news circuit transmitted information on the entries for each race in two separate sendings. First they sent in boldface type the line describing the race in full-column width. Then they sent, in regular body type, half-column measure, the names of the horses and their saddle weights. Each composing room had the job of assembling the type in proper order.

Now, the computer does it all. The Teletypesetter operator punches out the listing of horses as he always did, but the computer waits until all the horses are listed, counts them, and then punches out the tape full-column, with the horses listed side-by-side.

If there are 30 horses in the race, 15 will be listed on each side. Opposite No. 1 horse will be No. 16 horse; opposite No. 2 will be No. 17, etc. If an odd number of horses are entered, one side of the last line will be blank.

The programming was executed by AP programmers Al Kazie and Herb Leiner.

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Tourism Agency

WASHINGTON

The Department of Commerce has awarded a $150,000 contract to Ogilvy & Mather Inc., New York advertising agency, for tourism ads in newspapers of Great Britain, France, Germany, Italy and Scandinavia.

THE CHRONICLE MEANS THE WEST

Interns earn credits, get training and pay

By Robert W. Haverfield

COLUMBIA, Mo.

Nearly 100 students from the University of Missouri School of Journalism are spending the summer with employers, mostly newspapers and broadcasting stations, gaining experience, receiving a pay check and looking over the field of journalism.

Sixty-one students qualify for two hours of academic credit for their summer work. The School's rules permitting this credit provide for careful supervision and evaluation by a responsible editor or manager at each newspaper or station, and application for this credit well ahead of the summer's work.

The duties for the fledging journalists include reporting, copy-editing, feature writing, photojournalism, advertising sales, and a variety of other tasks. Broadcasting stations utilize the interns as newswriters, newscasters, reporters, disc jockeys, announcers, and continuity writers.

Most of the summer employment opportunities are lined up during campus interview visits. Some are arranged by mail and with personal visits during Christmas vacation and Spring break. Missouri's 817 journalism students came from 36 states and 12 countries this past semester.

Although all Missouri Journalism students get experience working on the city-wide daily, the *Columbia Missourian*, the teaching newspaper of the School of Journalism, most are anxious to augment this experience with work with still another newspaper or broadcaster.

In one case a young man majoring in advertising spent last summer on a small daily in the advertising department. The summer taught him that he would prefer the news side and he switched upon returning to Missouri in the fall and is satisfied as a news editorial graduate at this time.

The employer finds many advantages to the summer program. One publisher described it as a reasonably priced source of dedicated labor—people who are already sold on the business and somewhat knowledgeable about procedures. The risk taken by the employer is comparatively small. If he should hire a "lemon" there is a definite termination date already set from the beginning and the salary paid is at a low enough level that the person can be fruitfully employed for the short period without great financial loss to the publisher.

On the other hand, if the summer intern is a real find and one whom the editor would like to have back after graduation, he finds that he usually has the inside track with the young journalist. While all summer interns do not return upon graduation, a great many do.

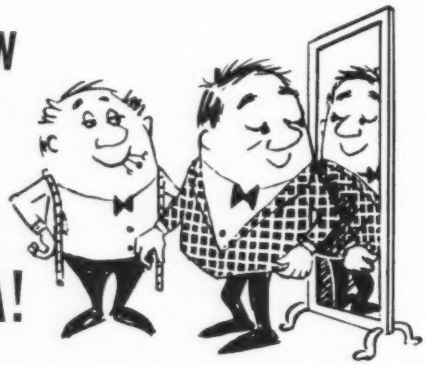
One publisher gave still another advantage. He pointed out that he was able and willing to pay a higher starting salary to those who had worked for him for a summer because he wasn't buying a pig in a poke—the risk wasn't there since he *knew* what he was buying.

Salaries for the summer employees range from $75 a week to about $125 a week with newspapers. Some of the salaries for companies range even higher.

MARY JO ROBERTS, a Missouri journalism student, interviews a "walk-in" story for the women's news page of the Charlotte (N.C.) Observer, where she is a summer intern.

GOT A NEW AD CAMPAIGN?

See how it looks ... in ALTOONA!



A good showing in "Test-Town, Pa." is practically a guarantee you'll get impressive results everywhere. Here's a market custom-made for testing . . . compact, isolated from outside influences, with typical distribution, and retailers who tailor their merchandising to local buying patterns.

Best of all, 98% of Altoona families, 4 out of 5 in the metro area, use one source of daily buying information. They'll buy your product if they see it advertised in the

Altoona Mirror

ALTOONA PENNSYLVANIA'S ONLY DAILY NEWSPAPER

Richard E. Beeler, Advertising Manager

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Hooks a prize

CHICAGO

Winners in the James A. Henshall competition among writers on the outdoors have been announced by the American Fishing Tackle Manufacturers Association. The $300 first prize went to Dick Briggs, *Klamath Falls* (Ore.) *Herald and News* for articles about fishing. Don Carpenter, *Washington* (D. C.) *Daily News*, won an honorable mention.

College editor pays $300 fine; her case closed

EUGENE, Ore.

The case of Annette Buchanan, the editor of the *Daily Emerald* at the University of Oregon who refused to divulge the source of information, is marked "closed" in the legal files.

Her attorney, Arthur C. Johnson, has paid the fine imposed on Miss Buchanan (now Mrs. Conard) when she was held in contempt of court for declining to identify the students who told her about marijuana sale and use on the campus.

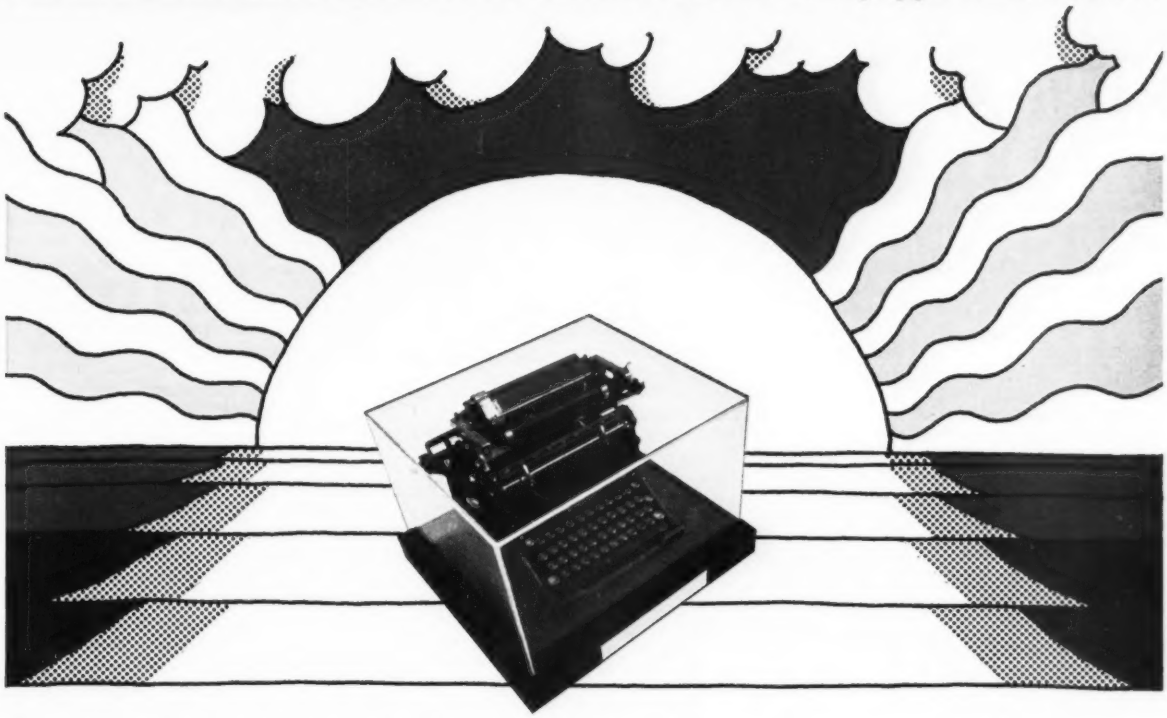
The Supreme Court of the United States denied Miss Buchanan's petition to review the lower court's decision, based primarily on the absence of Oregon and federal laws granting special privilege to newsmen to protect their sources of information.

Fund for Defense

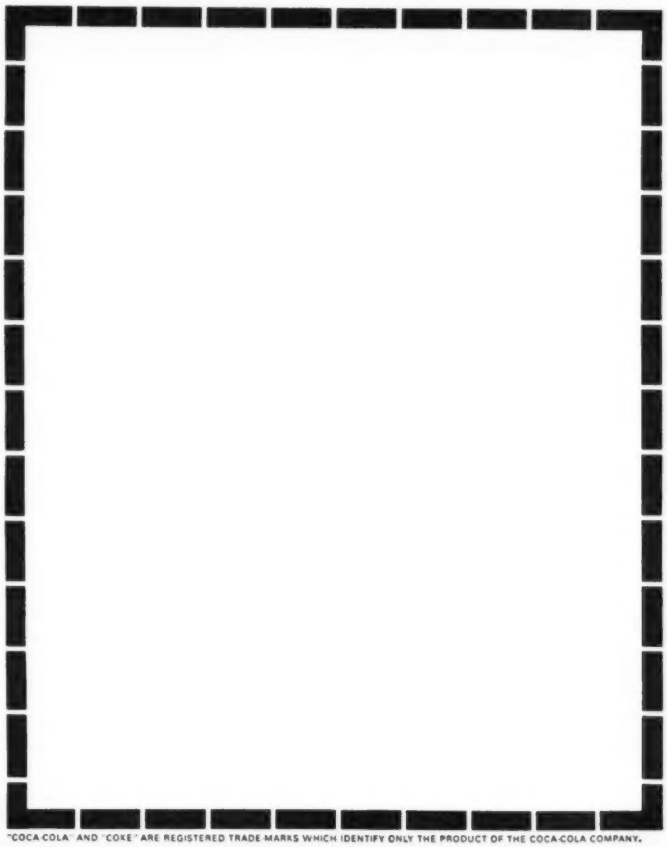
Johnson thanked the contributors to the Annette Buchanan Defense Fund who provided $796 for her legal costs after Editor & Publisher invited donations.

Miss Buchanan's lawyer commented: "While the narrow decision of the court was against her, the fine of $300 only, while not painless, can be interpreted in the circumstances as a recognition of the tradition and the practice of journalists to honor their pledge to anonymous sources . . . We feel that despite the fact that she ultimately was required to pay the fine, the effort was well worthwhile."

The Second Announcement of our Second Annual Trusty Typewriter Award.



(And introducing, for the first time anywhere, the Blank Blank.)



"COCA-COLA" AND "COKE" ARE REGISTERED TRADE-MARKS WHICH IDENTIFY ONLY THE PRODUCT OF THE COCA-COLA COMPANY.

As the sun sinks slowly in the west, we give you our final announcement of the contest that can change your life. (If you win, you'll be known henceforth as the Trusty Typewriter Award Holder—which is not to be confused with the Trusty Typewriter Award case.)

But just in case you didn't see our first announcement, we've decided to reward all you editors and publishers who've worked so hard to protect our trade-marks. You know—following rules like always capitalizing "Coca-Cola" and "Coke" and never, no matter what the situation, using them in the plural or possessive.

So we're having a contest to decide who's worked the hardest in our behalf. A select panel of your journalistic peers will probably take good intentions into consideration.

If you win, besides the title which we've already discussed, you'll get our beautiful Plexiglas-encased Trusty Typewriter Award. An actual unretouched photo of which you may now see elsewhere on this page. If you don't win, you may still get one of 25 Honorable Mentions. So it's worth entering.

But remember—this is our second and final announcement.

We won't tell you again.

Instructions for using the Blank Blank: Cut along dotted lines (try to keep the edges straight) and mail to Bill Pruett, Manager, Public Relations Department; The Coca-Cola Company; P.O. Drawer 1734; Atlanta, Georgia 30301. **Further suggestions:** Since our entry blank is completely blank, as anyone can plainly see, it might be nice if you filled it with drawings or advice or anything at all pertaining to "Ways to Promote the Further Glory of the Trusty Typewriter." However, this is not obligatory. It might also be nice if you could work in our slogan, "Always capitalized, never pluralized, never possessive." And do include your name, address, city, state, zip, and publication. Thank you.

$1.2 million in grants

Meeman estate's gifts aid colleges

MEMPHIS

A total of $1,280,000 from the estate of Edward J. Meeman, late editor of the *Memphis Press-Scimitar* for 31 years and afterwards Scripps-Howard conservation editor for four years, has been granted to three Tennessee institutions of higher learning.

The grants were made by the Edward J. Meeman Foundation, established by Meeman in 1949 for three purposes: to encourage good journalism, to promote conservation of natural resources, and to preserve and promote the principles of democracy. They were:

To Memphis State University, the Meeman home and farm, valued at $300,000, plus $250,000 cash to aid in the upgrading of its Department of Journalism to a school of journalism, to be named for Meeman.

To Southwestern at Memphis, a liberal arts college, $500,000 cash to aid in the expansion and operation of its Adult Education Center, specializing in discussions by Memphis and neighboring-area leaders in discussions of local problems.

To the University of Tennessee, $200,000 cash, the income from which will be used to create and help maintain two Edward J. Meeman Distinguished Professorships in Journalism and two Edward J. Meeman International Fellowships in Communications.

Annual $100 Awards

An additional $30,000 grant has been made to the University of Tennessee Press Association, the income from which will perpetuate five annual $100 prizes for best editorials and public service projects which Meeman personally started, and provide $1,000 a year for payment of judges of the annual U-T, TPA newspaper excellence contests.

Memphis State University will use the Meeman property as a conference retreat and other colleges and universities of the Memphis area will have the privilege of using the facilities. Most of the 612-acre farm will be preserved as a wilderness area for botanical and zoological studies.

A 50-acre tract was reserved by the Meeman Foundation for a "Garden of the Ever-Living," a project desired by Meeman, where human ashes can be placed.

Meeman, who died Nov. 15, 1966, at age 77, was with the Scripps-Howard Newspapers for 59 years.

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Funt increases aid for Negroes

SYRACUSE, N. Y.

Allen Funt, originator and star of television's "Candid Camera" show, has given a second gift of $16,000 to Syracuse University to establish four more graduate fellowships in television and radio. Funt said the fellowships are for Negro students.

Funt gave the University a $16,000 grant in February 1966 and at that time said he hoped his lead would attract similar grants to the University for Negro students in the mass media. In June 1968 the Ford Foundation announced a grant of $30,000 to Syracuse for graduate fellowships in broadcast journalism for Negro students.

Funt is a graduate of Cornell University and did post-graduate work at Columbia University.

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Engineering firm rents large office

BOSTON

The first major tenancy for the new 25-story office building now under construction in the Prudential Center was announced jointly this week by W. M. Hall, president of Chas. T. Main Inc., and Thomas Allsopp, senior vicepresident in charge of the Prudential Insurance Co.'s Northeastern operations.

Chas. T. Main, the international engineering firm with offices in Boston since 1893, has signed a long-term lease to occupy five floors (approximately 100,000 square feet) in the second office building in Prudential Center. The engineering firm, which employs 800 persons, will move into its new quarters in mid-summer 1970.

Alabama group votes support for education

UNIVERSITY, Ala.

A foundation to benefit and encourage journalism education in Alabama has been chartered by the Alabama Press Association.

APA members, representing Alabama daily and weekly newspapers, voted to accept the report of the executive committee at the Association's summer convention in Nassau and to support the specific goals and objectives of the newly formed corporation.

APA President W. H. Metz, vicepresident of the *Birmingham Post-Herald*, named the directors of the foundation.

H. Brandt Ayers, managing editor, *Anniston Star*, will serve as president.

Victor H. Hanson II, Vice-President and general manager of the *Birmingham News*, was named vicepresident.

Secretary will be James W. Hall Jr., secretary manager of the Alabama Press Association.

Treasurer will be W. M. Stewart, publisher, *Monroe Journal* of Monroeville and the *South Alabamian* of Jackson.

Other directors will be Jesse Culp, publisher, *Sand Mountain Reporter* of Albertville, Neil Davis, publisher of the *Auburn Bulletin* and the *Tuskegee News*, and Richard N. Hammell, publisher, *Florence Times—Tri-Cities Daily*.

Improvement Cited

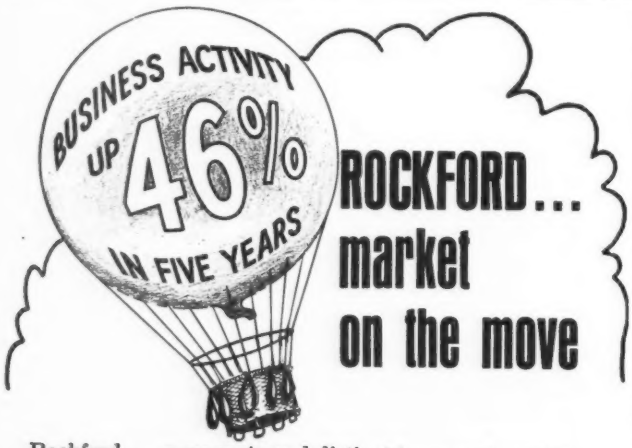
The *Colbert County Reporter*, Tuscumbia, received the first annual Alabama Press Association Award for Greatest Improvement.

The judges, Paul R. Bush and David Y. Burkett III of the Journalism Department of Trinity University, San Antonio, Texas, awarded second place to the *Western Sun* and noted that it had greatly added to its reader value by the addition of food, society and sports sections.

Third place went to the *Phenix Citizen-Herald*.

In making the award to the Colbert County Reporter, the judges said its improvement should "set a pattern for other publications and inspire weekly editors throughout the country to improve their newspapers.

A total of 36 weekly newspapers scored in the 1968 annual Better Newspaper Contest sponsored by APA. The *Baldwin Times* of Bay Minette and the *Eufaula Tribune* led the way with ten and nine awards.



ROCKFORD... market on the move

Rockford . . . a separate and distinct two-county metro market, totaling ¼ million population. Now, this SECOND CITY in Illinois is FIRST in both RETAIL and FOOD sales per household! Rockford's busy buyers read Rockford's own newspapers . . . with 84.5% daily circulation coverage. A SINGLE RATE for national and local advertisers makes it an even better buy!

BIG COVERAGE IN REMARKABLE ROCKFORD

ROCKFORD MORNING STAR
Rockford Register-Republic

ROCKFORD, ILLINOIS • Members of the Gannett Group

Interested in a booming market?

1,000,000 POPULATION MARKET

ANNUAL NET INCOME PER FAMILY $11,711

SALES IN EXCESS OF 1½ BILLION

NET EFFECTIVE BUYING INCOME PER HOUSEHOLD

	1960	1967
METRO SAN JOSE (SANTA CLARA CO.)	$7,396	$11,711
OAKLAND (ALAMEDA CO.)	$7,535	$9,308
SAN FRANCISCO (SAN FRANCISCO CO.)	$9,177	$8,925

Source: Sales Management

The facts are stacked for you!

MERCURY AND NEWS
San Jose, California

CRESMER, WOODWARD, O'MARA & ORMSBEE, INC. and THE LEONARD CO.

The booming California market is — Metro San Jose!

The Stuff Dreams Are Made Of!

An aggressive weekly newspaper in New York City is looking for four imaginative, enterprising men who want to join a young, hard-hitting, expanding organization. Salaries are commensurate with hard-work, loyalty, and a love for newspapering. Four positions are open:

Managing Editor

Reporter

Advertising Manager

Space Salesman

Write today!

Send resume to:

Box 1245, Editor & Publisher,
850 Third Ave.,
N.Y., N.Y. 10022

All replies confidential.

2 new jobs filled in business office

MINNEAPOLIS

Creation of two new positions in the business office division of the Minneapolis Star and Tribune Company—operations director and marketing director—was announced by Robert Witte, vicepresident and business manager.

Donald Koppel has been named operations director, supervising the activities of the distribution, purchasing, building services and operations planning departments. Before he joined the Star and Tribune in 1962, he was an engineer for the Aller Publishing and Printing Company in Europe and a consultant with the *New York Times*.

Calvin Thomas is the new marketing director. He will supervise the circulation, sales promotion and public service and marketing research departments. Before joining the Star and Tribune in 1967, Thomas was publisher of the *Trenton* (N. J.) *Trentonian*.

* * *

GEORGE MACFARLANE, Vancouver reporter for the *Toronto Globe and Mail*, has been appointed a public relations counsel in the public relations division at the Vancouver office of James Lovick Ltd. advertising agency.

* * *

J. L. (LARRY) DAMPIER, vicepresident and general manager of the *Vancouver* (B.C.) *Sun*, resigned to assume a similar post with Nabob Foods Ltd. He continues as a director of the Vancouver Sun with which he has been associated for the past 11 years. He also continues as director of Pacific Press Ltd.

* * *

JACK SCOTT is returning to the home staff of the *Toronto Star*. He has been correspondent in South America and more recently in London.

*SALES MANAGEMENT 6/10/68
†ABC AUDIT 12/31/67

news-people

MRS. WILMA TALBERT has been appointed promotion manager of the Evansville Printing Corporation, where she has been working since 1955, starting as executive secretary to the circulation director and later being transferred to the promotion department. The company is agent for the Evansville (Ind.) Courier, Press and Sunday Courier & Press.

MARJORIE FARNSWORTH, former columnist and feature writer for the *New York Journal American* and *World Journal Tribune*, has joined the public relations department of Kinney National Service.

* * *

RICHARD J. MCGOWAN—from White House reporter for the *New York Daily News* to associate editor of *Nation's Business*.

* * *

R. L. MONTAVON—named controller of the Sentinel Star Company, Orlando, Fla.

* * *

MARTIN C. THOMPSON, lately broadcast news editor of the Seattle bureau of the Associated Press — now correspondent in charge of the Reno AP bureau. He succeeded RICK MEYER, transferred to the Los Angeles AP staff.

* * *

BERNARD BRENNAN—resigned as promotion director, Banner Lodge, Moodus, Conn., to join the *Las Vegas* (Nev.) *Sun* as travel editor.

* * *

ROBERT G. PRENTISS, formerly on the journalism faculty at Ohio State University—now assistant public relations officer for the State University of New York.

Al McCoy retires; career 'enjoyable'

KANSAS CITY

Alvin McCoy, 64-year-old science editor, political reporter, retires Sunday after 37 years on the staff of the *Kansas City Star*.

"I've enjoyed what I was doing," McCoy said. "On the whole it's been good. I've reported on the break-up of a political machine (Pendergast); I've gone to watch the launch of man into space; I've seen a war firsthand, and I've been to the South Pole."

McCoy won a Pulitzer Prize for a series of stories in 1953 on C. Wesley Roberts, then Republican National Chairman, who figured in the sale of a hospital building to the state of Kansas.

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Graf back at NBC as tv news director

Richard C. Graf has been appointed director of television news in New York for NBC News.

Graf began his career in journalism in 1949 when he went to work for the *New York Times*. He moved successively to the *Denver Post*, the *World Telegram and Sun*, and the *New York Journal American* before joining NBC News as a writer in 1959.

From 1961 to 1966 he was news editor of the "Today" show. He went to the Hill & Knowlton public relations firm and rejoined NBC News recently.

* * *

ROBERT V. LIGGETT, former assistant city editor of the *South Bend* (Ind.) *Tribune*, has been named managing editor of the *Imperial Valley Press* and the *Brawley News* in Southern California's Imperial Valley. He replaces *Ben Johnston*, who resigned to accept a position with the *Memphis* (Tenn.) *Commercial Appeal*.

* * *

J. FRANKLIN ABORN named to the newly created post of news editor of the Imperial Valley Press. He will be responsible for the makeup of the paper.

* * *

PAUL ST. PIERRE, columnist with the *Vancouver* (B. C.) *Sun*, has been elected as member of Parliament for Coast Chilcotin riding. Another Vancouver Sun columnist, BARRY MATHERS, won re-election for the fourth time.

in the news

ADON TAFT, religion editor for the Miami Herald, has been tapped as this year's winner of the R. S. Reynolds Award for Excellence in Religious News Coverage among daily newspapers. He will receive $100 in cash and a trophy based upon his coverage dealing with all faiths—Protestant, Catholic, Jewish, Moslem and others. Articles included not only news events but also feature pieces ranging from black market babies to religion in the ghettos to a minister who travels to surfers.

Promotion at CDNPA

TORONTO

Clyde H. McDonald, general manager of the Canadian Daily Newspaper Publishers Association, announced the appointment of David R. Hunter to the position of secretary of the association. Hunter, formerly with Young & Rubicam Ltd., joined CDNPA in 1963 as sales representative, becoming sales manager in 1965.

* * *

LARRY BELANGER, editor and co-publisher of the *Placerville* (Colo.) *Mountain Democrat*—to publisher. He will continue as editor.

* * *

DENNIS C. SHARP has joined the Ohio State University News and Information Service staff as an assistant editor. He had been a member of the *Columbus Citizen-Journal* staff since 1965 and state editor there for two years.

* * *

JAMES WOODS—from assistant city editor of the *Beaumont* (Tex.) *Journal* to managing editor of the *Douglas* (Ariz.) *Dispatch*.

* * *

BILL SMITH—from the Beaumont bureau of the *Port Arthur* (Tex.) *News* to assistant city editor of the *Beaumont Journal*.

Personnel Shifted In AP Bureaus

Paul Albright, state editor at Albuquerque for the Associated Press, has been named AP correspondent in charge of the Bismarck, N. D., bureau. Albright has been with AP since 1964. He was named New Mexico state editor in January after returning from a leave to study at the Washington (D. C.) Journalism Center.

Burt Wittrup, wire editor, will succeed Albright as state editor.

Al Den Beste, who has been an AP newsman in Bismarck; Portland and Salem, Ore., is being transferred to Albuquerque.

Bill Stockton, who headed the Eastern New Mexico University news department two years, has joined the Albuquerque AP staff, replacing Jake Booher, transferred to New York. Bill Wertz has joined the staff as vacation relief newsman.

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Specialist is M.E.

TORONTO

Martin Goodman, 33, has been appointed managing editor of the *Star*. A specialist in economic and political affairs, he joined the Star 10 years ago after working for the *Calgary Herald* and the Canadian Press. He succeeds Philip H. Sykes who resigned to become managing editor of *Maclean's* magazine.

* * *

HENRY O. WILSON, correspondent for WGN News in Washington, transfers to the Chicago news operation in August, to become the "voice of WGN Radio News."

* * *

DR. DELBERT MCGUIRE, who was head of the Department of Journalism at Texas A&M University from 1961-67, has been named chairman of the Department of Technical Journalism at Colorado State University.

* * *

CHARLES W. KISTER, an advertising salesman for the *St. Louis Globe-Democrat* for nearly 40 years, retired July 11.

* * *

ANN EICHINGER, 1968 graduate of Syracuse University—named religion editor of the *Hartford* (Conn.) *Courant*.

* * *

EDWARD BUTLER, 1968 graduate of the University of Hartford—to reporter at the *Hartford* (Conn.) *Courant's* Willimantic bureau.

Lowenstein Returns To Missouri Faculty

COLUMBIA, Mo.

Dr. Ralph L. Lowenstein will rejoin the staff of the School of Journalism, University of Missouri-Columbia, as associate professor of journalism. His appointment has been approved by the Board of Curators.

For the past year he has been visiting professor and head of the journalism department at Tel Aviv University. He went to Israel after receiving his Ph.D. in Journalism from UMC in August, 1967. While working on his doctorate, Dr. Lowenstein served as publications editor of the School of Journalism's Freedom of Information Center and conducted a world survey on press freedom.

Dr. Lowenstein, a native of Danville, Va., was a member of the journalism faculty at the University of Texas at El Paso for nine years.

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50-Year Career Ends For Joseph T. Murphy

WILKES-BARRE, Pa.

Joseph T. Murphy will retire as managing editor of the *Times-Leader Evening News* on July 19 after more than 50 years in the newspaper business.

A vice-president of Wilkes-Barre Publishing Company, he is a member of the American Society of Newspaper Editors and served as first president of the Pennsylvania Society of Newspaper Editors when it was formed in 1949. He has spent his entire career on local newspapers.

* * *

JOHN GOODWIN, former managing editor of the *Springfield* (Vt.) *Times-Reporter*—to editor of the *Bath-Brunswick* (Me.) *Times-Record*. He replaces editor JOHN N. COLE and managing editor PETER W. COX, who are starting *Maine Times*, a weekly tabloid.

John Park JR.
AND COMPANY

NEWSPAPER SALES PURCHASES

TEmple 3-3018
RALEIGH, N. C.
1807 McDONALD LANE

NATION-WIDE PERSONAL SERVICE

Why Give Up A Good Thing?

by
Julian P. Van Winkle, Jr.
President

Old Fitzgerald Distillery

Louisville, Kentucky
Established 1849

Nothing ruffles my usually calm disposition more than to hear it said that Bourbon is not a "summer" drink.

Proponents of this heresy usually recommend as Bourbon's summer replacement some sweetly exotic concoction—whose cooling powers, they claim, rival those of an air conditioner.

My reaction is like that of the old country fellow who'd begun to have trouble with his hearing. Finally, at the insistence of a garrulous wife, he saw his doctor, who told him his hearing might be helped if he gave up his daily dram of whiskey.

When his wife demanded if he intended to follow this advice, the old gentleman countered: "Absolutely not. I like what I'm drinkin' a whole lot better than what I'm hearin'."

Why give up the fine, mellow taste of a good old Sour Mash Bourbon? Especially when you don't have to.

Several years ago we discovered the perfect replacement for your regular OLD FITZGERALD: the FITZ MIST. It doesn't compromise your palate or your patience. And it doesn't adulterate the flavor and character of our OLD FITZGERALD.

Merely pour a jigger of OLD FITZ over a glass of crushed ice. Add a twist of lemon. And in one of the most easily made summer drinks, you enjoy the most expensively *made* Bourbon in Kentucky . . . and probably in the world.

Now we don't expect this to permanently replace your customary drink of OLD FITZGERALD. But should you be tempted to vary your summer enjoyment of our fine, old-fashioned Bourbon, I submit that a FITZ MIST is the way to do it.

Why give up a good thing?

Your Key to Hospitality

Kentucky Straight Bourbon
100 Proof or Prime Straight 86.8
Made in U. S. A.

Gen. Krulak heads Copley news service

SAN DIEGO

Lt. Gen. Victor H. Krulak, USMC (Retired), who recently joined the Copley Newspapers as a corporate vicepresident, has been named president of Copley News Service.

In announcing the appointment of Krulak, James S. Copley, chairman of the board of the world-wide news service, said that "the General's knowledge of world affairs and long experience in exposure to news media would strengthen CNS in its international obligations to a reading clientele of more than 20 million persons."

Krulak succeeds E. Robert Anderson, who becomes vice-chairman of the board.

Rembert James is the editor and a vicepresident of CNS. Other board members are Thomas N. Billings, vicepresident and controller; Malcolm Donnelley, vicepresident and business manager, and Raymond J. McHugh, vicepresident and chief of bureau, Washington, D. C.

CNS has news bureaus in Washington, Sacramento, Springfield, Illinois, Los Angeles; and bureaus and correspondents in major cities of the world.

Gen. Krulak recently ended a career in the Marine Corps, joining the Copley Newspapers on retirement as commander of the Pacific Fleet Marine Force.

•

Bixby in Top Post At Graphic Papers

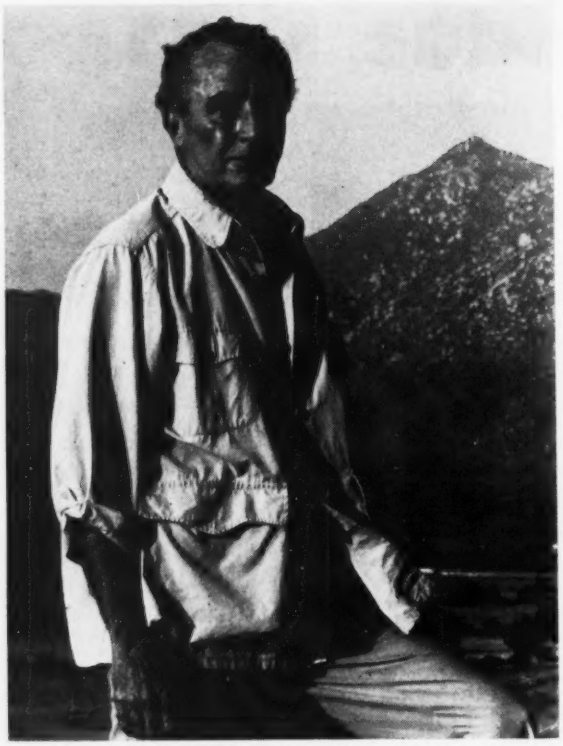
LEMONT, Ill.

Walter E. Bixby has been appointed editorial director of Graphic Newspapers, James M. Godbold, senior vicepresident of Tri-County Publishing Co., announced (July 10). He will coordinate all editorial functions, including photography, and the complete production process.

Bixby comes to Graphic Newspapers from the *Chicago Sun-Times*. Prior to that he was employed by the *Minneapolis Star* and *Tribune*.

* * *

JUDITH ELAINE LOWELL, graduate of MacMurray College in Jacksonville, Ill.—to society reporter at the *Hartford* (Conn.) *Courant*.



JOURNALISM PROFESSOR—William W. Johnson has been appointed chairman of the Journalism Department at University of California, Los Angeles. He left Time-Life in 1961 to teach at UCLA. Previously he had worked for the AP. He is the author of "Heroic Mexico" and of "Kelly Blue," a biography of Sam Houston. As chairman, Johnson succeeds Prof. R. A. Rutland, who is engaged in a research project.

BERRY'S WORLD

What's the sharpest trend in cartooning? Berry's World. Jim Berry's feature is more than a humor panel, more than an editorial cartoon. And twice he's been chosen best in the nation by the National Cartoonists Society. With incisive wit and deft strokes of his pen Jim scores off celebrities and society itself. His originals hang in the White House and in the dens of many of the country's leaders. They like him and so will your readers. Climb on Berry's World . . . you'll never want to get off.

ideas in new dimensions

NEA

NEWSPAPER ENTERPRISE ASSOCIATION
new york/cleveland

Science writer wins Reitemeyer Award

Julio Roberto Bermúdez, science editor of the Colombian newspaper *El Tiempo*, of Bogotá, has won the 1968 John R. Reitemeyer Award for excellence in the field of science writing, particularly for his work in publishing information on conservation of natural resources.

The announcement was made by Guillermo Gutiérrez, vicepresident of the Inter American Press Association Technical Center, which administers the award.

The number of outstanding entries in the 1968 competition led to several special awards, won by David Vela, editor of *El Imparcial* of Guatemala; Dr. José Froimovich, science editor of *La Nación* of Santiago, Chile, and Jorge Ibarra, editor of the magazine *Historia Natural y Pro Natura* of Guatemala and contributor to newspapers of that country.

* * *

MICHAEL KOLESAR—advanced to managing editor of the *Wilkes-Barre* (Pa.) *Times-Leader, Evening News*, following retirement of JOSEPH P. MURPHY.

Sheldon Lyons joins Scripps-Howard staff

Sheldon Lyons, formerly with the *New York World-Telegram and Sun* and the *World Journal Tribune*, has joined the staff of the General Advertising Department of Scripps-Howard Newspapers. The announcement was made by William McKenna, director.

At the World-Telegram and Sun, Lyons served in the classified and general advertising departments and as travel advertising manager. When the WJT ceased publication he joined the sales staff of *Cosmopolitan* Magazine.

* * *

IRENE BERKOWITZ, 1968 graduate of the University of Connecticut—to the city desk at the *Hartford* (Conn.) *Courant*.

* * *

MICHELE MCGANN, graduate of Skidmore College—to society reporter at the *Hartford* (Conn.) *Courant*.

* * *

SCOTT OSBORNE, June graduate of the Columbia University School of Journalism—from WSM-tv, Nashville, to WCBS-tv News, New York.

When they call for more gas, Texaco responds.

In seconds.

Fixed antenna at base station beams radio signals to offshore wells.

When a cold wave moves in from the frozen north, millions of thermostats demand more heat.

When a heat wave moves in from the sultry south, thousands of air conditioners require instant power.

In either case, that calls for more natural gas from our wells in the Gulf of Mexico off the Louisiana coast.

Fast.

Until three years ago, there were times when a quick response might be difficult. Times when severe storms in the Gulf forced us to bring ashore the production crews who control the flow of gas.

That's why Texaco installed the industry's first solid state supervisory system using a single master console for the remote control of offshore wells. Now, we can have unmanned wells producing more gas in seconds. By push button.

The whole complex cost a lot—to solve a problem we could always blame on the weather. But anyone depending on Texaco's gas—whether to keep warm or to keep cool—appreciates dependable supplies.

We don't want to be known as fair-weather friends.

TEXACO

The Weekly Editor

GOLDEN QUILL

By Rick Friedman

ST. CHARLES, MO.

The editor of a 2,757-circulation weekly in northeastern Pennsylvania won the Golden Quill Award for Editorial Writing for his comments on the death of Dr. Martin Luthern King.

Henry H. Null IV, *Clarks Summit* (Pa.) *Abington Journal*, came out on top in an annual contest that drew nearly 200,000 entries from weekly newspapers. The entries were taken from newspapers received in the office of the International Conference of Weekly Newspaper Editors and from entries to ICWNE submitted from the field. ICWNE sponsors the contest every year. Final screening and selection of the *Golden Dozen* winners for 1968 was made by Robert Lasch, editor of the editorial page of the *St. Louis Post-Dispatch*.

'National Conscience'

Null's winning editorial was one of 12 put together in a booklet and distributed by ICWNE at the Sigma Delta Chi dinner here July 18.

The Golden Dozen reflected what Dr. Howard R. Long, chairman of the Department of Journalism, Southern Illinois University, Carbondale, called in the booklet's introduction "the national preoccupation with vital issues . . . the true representation of the national conscience as observed and interpreted by our weekly newspaper editors."

He added that good weekly newspaper editorial writing was still to be found in country towns, "but it is also very much alive in the suburbs, in the metropolitan community newspapers, in the religious weeklies, and in the Negro press."

Long also pointed out that the Golden Dozen, as selected by Lasch, reflected the national preoccupation with vital issues and that the finalists, for the first time in the contest's seven-year history, contained nothing written outside the United States. "After all, 1968 is an American vintage year, to be remembered, perhaps, as a bitter one in which Americans changed from adolescents to adults. It is not a surprise, therefore, that in this collection, there is nothing humorous, no hint of braggadocio, no claim to greatness, no lien on the future, but only variations of themes, reflecting a widespread heaviness of heart."

The following rundown of the 1968 Golden Dozen backs up Long's introductory comments:

—Null's piece said of King's killer, "He is the extension of minds everywhere that permit an atmosphere of callous disregard and disrespect of human values, minds that say simply 'nigger' and pay no attention to the effect it has on a human being . . . This is the real national tragedy, the real shame of the cowardly and brutal mentality that exists to an extreme in the killer but to lesser degrees in too many Americans."

Null called for a change of national priorities by gradually getting out of Vietnam and undertaking construction programs in the urban slums.

—Malcolm Hobbs, writing in the *Orleans* (Mass.) *Cape Codder*, claimed there were a number of sober, patriotic Americans who felt the American presence in Vietnam was not only wrong but immoral. "These sober, patriotic citizens may, in the end, turn out to be wrong. No one can deny, however, that they would be craven if they failed to demand a formal Administration answer to their concerns. This is the patriotic thing to demand. This is the course of responsible men and women who love this country and would have it defend its ideals."

Hobbs criticized the "patrioteer, the flag-waver, the professional boom-boom lover" who claimed those who abhor the Vietnam War were afraid to carry it to victory, were aiding the enemy, were making the world safe for Communism, and were traitors.

"We are, of course, very glad he loves his country, and we are quite prepared to concede that he loves it fully as much as those who love it but think it is badly misbehaving in Vietnam. But we wonder who 'supports our boys' best, the one who would get them out of there as soon as possible or the one who would send more and more of them into the jungles."

Teachers' Strike

—Al Parsons, *Mount Dora* (Fla.) *Topic*, wrote on the Florida teachers' strike. "We object to our teachers acting like striking union members, trying to force our hand, the traditional hand that feeds. But compromise, that stuff of which government is made, has been precious scarce in this battle, because there has been a great deal of emotion involved and little introspection. And what most people fail to realize is the fact that in this battle there has been real casualties . . . And if we have impaled the soul of just one teacher on these shards of rock, we shall pay dearly . . . when a teacher has to drink hemlock, the whole world suffers, a little part of the flame dies. And in its place will come militancy . . . Where there was a loosely knit professional organization, look for the AFL-CIO. We have complained about unions. We will get them, tough and knuckle-busting . . . and finally, when they are hard and militant as nails, and we thoroughly hate them, we shall listen, and we shall pay homage, and that is what we are so indignant about now."

Parsons claimed the teachers first exhausted every proper channel they had at their disposal to achieve their ends but all of the channels failed. He ended: "Do not send to know for whom the bell tolls, it's been tolling for years, but with a lump on your head you can hear it better."

—Robert Fisher, *Crossett* (Ark.) *News Observer*, former Golden Quill winner, and a consistent placer in the Golden Dozen almost every year, examined what was the matter with America. "Plenty!" he claimed, giving numerous examples, among them:

"We are the richest nation on earth, yet our dollar is un-sound and not accepted in some parts of the world.

"We're the most powerful nation on earth yet locked in a horrible little war we can't seem to win or end.

"We pretend to be the most 'Christian' people on earth yet our cities are un-safe.

"We are a nation which has fought four wars in the past half century for other people's freedoms yet we deny many of the basic freedoms to a large segment of our own people.

"We pay lip service to the ideals and brotherhood of man yet we kill our peace-makers and statesmen and let our rabble-rousers and political hacks go free."

Fisher saw America as a "people who have always had time on our side and because of this priceless gift we could get away with talking one way and acting another. We could always postpone improvements, delay justice and extend false hopes. But now time seems to be running out. Perhaps in the final analysis that's what's wrong with America. There just never was enough time."

—Lee Cavin, *Seville* (Ohio) *Chronicle*, related the problems of a newly emerging nation, born of revolution from colonial powers, suddenly finding self-government forced upon it. It needed funds, its currency was almost worthless, a tax on whiskey promoted another revolution within its own borders. It couldn't make up its mind where to put its nation's capital, its citizens were ill-prepared for voting and not ready for self-government.

After giving more examples such as the above, Cavin ended: "It's not fair to single out one fledging republic for ridicule, but all the examples we mentioned occurred in one place, a country that calls itself by the grandiose title, the United States of America. It will be interesting to see how that country turns out."

—Allen J. Tenny, *Chagrin Falls* (Ohio) *Herald*, called Vietnam a "national blunder" and suggested two alternatives: Commit no more troops to Vietnam without the consent of both houses of Congress; Halt the bombing of North Vietnam and

con·scien·tious
PROVIDENCE JOURNAL-BULLETIN

wait a reasonable length of time —say three months—for promised peace feelers from Ho Chi Minh.

Tenny called Vietnam "a civil war that was none of our business," adding that our presence there "only distracts Soviet Russia from her role of putting the halter on any expansionist aims Red China may have." He quoted Gunnar Myrdal, Swedish economist, that the net effect of our involvement there has been to create more Communists, not fewer.

Other reasons given by Tenny for his position on Vietnam were the failure of the pacification program; the rule of Thieu and Ky; the destruction of much of Vietnam by our own forces; and our own unresolved domestic problems.

"We can't, of course, just pull out of South Vietnam and leave the natives to be slaughtered wholesale by the Viet Cong," Tenny wrote. "But we can withdraw to defensive positions and sweat out a peace agreement that can be honorable though not 'victorious.'"

—Joe Bragg, *Cleveland* (Ohio) *Catholic Universe Bulletin*, commenting on the National Advisory Commission on Civil Disorders, boiled the 250,000-word report down to three key sentences:

"Our nation is moving toward two societies, one black, one white—separate and unequal; Discrimination and segregation long have permeated much of American life; They now threaten the future of every American."

Using the third sentence over and over throughout his editorial, Bragg emphasized the choice had to be faced, it could no longer be dodged or delayed, America could make its future whatever it choose—better or worse, happy or unhappy, noble or shameful. It was up to the American people.

—William B. Rotch, *Milford* (N.H.) *Cabinet*, discussed the shield that hid the White House from the reality around it. He pointed out that when a Virginia rector addressed a question from the pulpit to the President, he was widely condemned for poor taste. "But this should not be allowed to obscure the fact that the question is a very real one to many Americans. That it was asked publicly and emphatically might alert the President to the scope of the doubts that confuse the nation."

Rotch, commenting on Eartha Kitt's telling Mrs. Lyndon Johnson that American's youth were angry and rebellious over Vietnam, high taxes and lack of opportunity, said "it just could be that hers was the most honest statement to be made at that Washington luncheon. Finding out whether or not Miss Kitt spoke the truth is more important than reporting that Mrs. Johnson's eyes filled with tears."

Rotch concluded that it was easier to dismiss Miss Kitt as a Negro rabble rouser, and blame the riots on Communist agitators. "That way we can pass responsibility along to the police and the FBI, and join the President and Mrs. Johnson in avoiding outbursts that disturb the pleasant tenor of our lives."

Open Housing

—Dick Walter, *Libertyville* (Ill.) *Independent-Register*, writing on open housing, suggested that nobody would want the color of his skin to stand in the way of his buying a house. The Negro was no different.

"He wants only to be known as the baker, the teacher, the scientist or the mechanic who lives down the street. He wants to be thought of as the father of three young boys, a Little League coach, and a man interested in the improvement of his community. And aren't these basically the same things you want people to think about you? . . . People don't come in blocks or batches or bundles of Poles, Jews or Germans—or Negroes. They come as individuals, seeking the same treatment you, yourself, would expect as an individual."

—Samuel H. Day Jr., *Boise* (Idaho) *Intermountain Observer*, asked whatever happened to the international Communist conspiracy? "It still exists in the hearts and minds of the FBI, the House Un-American Activities Committee and countless crusaders in this and other lands, and in the mouldering bones of Lenin, Trotsky and other early revolutionaries. But there was little evidence of it last week in Prague, where the boss of Communist Czechoslovakia resigned in response to public pressure for more consumer goods and more political freedom."

Day contended there was little evidence of it in Warsaw, Poland, where students battled police in a demand for greater freedom of the press, or in Bucharest, Romania, where leaders of Communist Romania boycotted a summit meeting of Eastern European nations to emphasize their diplomatic independence of Russia. Or even in Hanoi where Communist North Vietnam continued to

(*Continued on next page*)

1968

Penney-Missouri Awards

$11,500 to Winners for Best . . .

- **Women's Pages**
- **Fashion Reporting**
- **Reporting-Writing**
- **Photography**

Write: Penney-Missouri Awards, University of Missouri School of Journalism, Columbia, Mo.

(Deadline for Entries Sept. 30, 1968)

Weekly Editor

(*Continued from page* 31)

hew an independent course from Communist China. Or in the warring camps of Peking and Moscow.

"The week's events in Eastern Europe and elsewhere should serve as a reminder that wherever there are people there will be change. As an empire, the Communist world is no more a reality today than is the 'free world' which is supposed to be standing rock-like opposition to it. Both are in constant evolution. The Communist conspiracy is a myth. We should long ago have buried it with Stalin's bones and gotten on with the problems of the real world."

—The *St. Louis* (Mo.) *Review*, the second Catholic paper to make the 1968 Golden Dozen, discussed high prices in the ghetto. "Greed and exploitation, like 'human error,' are sometimes involved, but the real reason is usually an honest one. It simply costs more to do business in the inner city. Insurance rates are higher, risks greater, financing more expensive and 'shrinkage' (as the storekeepers euphemistically call shoplifting) greater. And unfortunately the innocent poor suffer the result as much as do the guilty who cause them."

The Review called for long-term, low-cost loans for stores selling food and other necessities in the inner city, much the way tax incentives have been proposed to bring industry into the same ghettoes. This would cut overhead, lower prices and bring jobs to people. Also help stores in poor areas to modernize and expand, the Review suggested.

The Review also called for subsidized special shoppers' busses to transport inner city shoppers to stores where food is of higher quality and lower cost, and for more consumer education in poor neighborhoods.

—Edith Boys Enos, *Mishawaka* (Ind.) *Enterprise*, called on White people to "listen more carefully than ever what our Negro citizens are saying. We must listen with the ear, but also with the mind and heart. We must use the character and discipline for which we think we are so famous, and must reserve our judgement until we are sure we have heard and understood the meaning of the message.

"We cannot permit ourselves the extravagance of jumping to conclusions, of being set off in a fury over a word or term we didn't like. (We cannot assume that everyone else is as selfish and greedy as we are when they ask for a share of the abundant life.)"

As in past moments of national crisis, these weekly editors are again rising to the occasion.

* * *

Mrs. Easterly sells LaFollette Press to Walter Pulliam

LAFOLLETTE, Tenn.

Sale of the *LaFollette Press*, one of Tennessee's largest weekly newspapers, to Walter T. Pulliam, publisher of the *Harriman Record*, was announced by Mrs. Guy Easterly.

Mrs. Easterly has been owner and publisher of the LaFollette Press since the death of her husband on November 27, 1963. Her husband came to LaFollette from the staff of the *Middlesboro* (Ky.) *Daily News* in 1932 to purchase the LaFollette Press when it had a circulation of 800. Today it has a paid circulation of nearly 5,000.

The *Jellico Advance-Sentinel*, another weekly newspaper, published at Jellico, Tenn., was included in the sale. The Advance-Sentinel is now being operated under lease to Gene Cantrell Jr.

David L. Smith, advertising manager of the *Oak Ridger*, Oak Ridge, Tenn., will become vice-president, publisher and general manager of the LaFollette operations.

C. J. Daniels, editor of the Press since 1952, will continue in that position.

Pulliam, a native of Knoxville, was on the *Knoxville News-Sentinel* staff for 10 years. In 1946 he went to the *Washington Post* and was assistant city editor in 1949 when he resigned to buy the Harriman Record.

Mrs. Easterly will continue to be associated with the Press as associate publisher. She will write and provide art work for the paper. Her late husband, Guy Easterly, was president of the National Editorial Association (1962-63).

* * *

The *Otsego County Herald-Times*, Gaylord, Mich., has been purchased from Robert Benedict by a new corporation formed by W. Albert Schaller, publisher of the *Petoskey* (Mich.) *News-Review* and the *Charlevoix* (Mich.) *Courier*.

The Herald-Times, a weekly with 3,500 circulation, switched from letterpress to offset in April. Circulation has increased from 2,800 to 3,500.

The Herald-Times also introduced a summer publication called The Shake Shingle, promoting tourism in Northern Michigan.

James L. Grisso, formerly of the News-Review and before that a reporter for the *Cleveland* (Ohio) *Plain Dealer*, is general manager and editor of the Herald Times.

Almanac firm buys four weekly papers

GRAND RAPIDS, Mich.

President Anne Frahm of the Almanac Publishing Company of East Grand Rapids has announced the company has acquired a four-paper chain from the Star-Alliance Publishing Company of Grandville.

Almanac, which publishes a picture-news weekly newspaper, has obtained the *Wyoming Alliance* and *Grandville Star*, two paid circulation weekly newspapers and two free circulation newspapers, the *Walker Advertiser* and *Georgetown Economizer*.

John Brewer, who sold the four papers, remains in the printing business.

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Scripps-Howard Scholars At Blair Summer Session

BLAIRSTOWN, N. J.

A Scripps-Howard newspaper, the *Washington Daily News*, and the Scripps-Howard Foundation announced, for a second year, three journalism scholarships for secondary school students this summer at the Blair (Academy) Summer School for Journalism here.

The Daily News scholarship of $600 went to Marlon Allen, 16, a Negro sophomore at McKinley Technical High School, Washington, D. C.

$300 Winners

The Foundation scholarships, worth $300 each, were awarded to Pamela Hook, 16, a junior from Athens, (Pa.) Area High School, and John Adams, 16, a junior from Hackettstown (N. J.) High School.

The students will join 35 others, mostly on scholarships from news media across the country, in a six-week program on the Academy campus to study journalism and background courses related to the task of reporting.

Miss Hook, in addition to her foundation scholarship, received a $200 grant from her hometown newspaper, the *Evening Times*, Sayre, Pa.

•

Complaints mount

WASHINGTON

During the fiscal year ended June 30, the Federal Communications Commission received 32,526 complaints on broadcast matters, compared with 21,515 in the previous year. The greatest increase, according to an FCC report, was in programming complaints, largely related to advertising and "equal time" and fairness requirements.

THE NEW YORK WOMAN'S NEWSPAPER
CAROUSEL
"FRONT PAGE NEWS · SOCIETY NEWS"
LUCY AMES, Publisher
Designed to please Women in every way
Also, Men — if they dare to read it!
Premiere: Sunday, September 8, 1968
200,000 Guaranteed Distribution
Tabloid — Offset — Color
"Society, Fashion, Fun and Home News"
First Easy-SHOPPING SECTION with major retail store ads appearing categorically and alphabetically—endorsed 100% by all shoppers. NATIONAL ADS spotted throughout opposite single page retail ads
Announcing: "IT'S A WOMAN'S WORLD!"
Rotogravure section—October 6, 1968
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Dodd files court plea on privacy

WASHINGTON

U.S. Senator Thomas J. Dodd has asked a federal appeals court here to overturn a lower court decision that two columnists haven't violated his right of privacy.

The Connecticut Democrat also asked for affirmation of the lower court's ruling that Drew Pearson and Jack Anderson, the columnists, are liable for damages for using documents taken from Dodd's office by some of his employes.

The filing of the appeal brief was the latest round in Dodd's suit against the columnists, whose allegations of wrongdoing by Dodd led to Dodd's censure by the Senate.

Pearson and Anderson have appealed U.S. District Judge Alexander Holtzoff's ruling against them. They contended their published reports on Dodd were protected by constitutional guarantees of free speech and a free press.

Right of privacy pleaded

Dodd's appeal contends Holtzoff erred when he ruled that the Senator can't sue for invasion of privacy because he is a public figure.

The Senator argues that intrusion into his private papers and effects by his employes "is as much an 'invasion of privacy' as eavesdropping or electronic intrusion into the privacy of one's own home or office."

The appeal says the documents received by the two columnists were financial records, account books, cancelled checks and private correspondence, "the type . . . the security of which the law has always sought to preserve."

It also contends that Dodd's privacy would have been violated even if Pearson and Anderson hadn't published reports based on copies of documents Dodd's former employes supplied them.

Found guilty of conversion

Holtzoff found Pearson and Anderson guilty only of conversion, described in legal terms as the "unauthorized assumption of the powers of the true owner."

He said he ruled on the narrow issue of whether a person who knowingly receives purloined documents and uses the information they contain is liable for damages to their owner.

The Pearson-Anderson appeal says Holtzoff didn't "apply the laws of libel in this case but engaged in a legal fiction—conversion of information . . ."

They argue that his decision, if allowed to stand, "would pose an undue restriction on freedom of the press and speech . . ."

Holtzoff said his ruling against the two doesn't set the amount of damages due Dodd or say that damages may be recovered. He said the matter of damages would be settled at a later trial.

Dodd originally asked for $5 million damages when he filed suit. He later reduced the figure to $2 million, charging libel and conspiracy.

In December, the Senator withdrew his libel charges, but didn't drop his charge that the two columnists conspired with several of his staff members to steal documents from his office files.

•

Editor quits school board; challenges aid

HARRISBURG, Pa.

Frank N. Hawkins, editor of the *Pittsburgh Post-Gazette*, has resigned as a member of the Pennsylvania Board of Education because of enactment of a state aid program for parochial schools which he believes is unconstitutional.

Pennsylvania's constitution prohibits state subsidies to religious groups. The non-public school aid program provides for the "purchase of educational service" in non-religious subjects such as mathematics, science, modern foreign languages and physical education.

In a letter of resignation to Gov. Raymond P. Shafer, Hawkins said "I do not wish to be identified with an educational program which I believe unconstitutional and detrimental to the public school system."

Hawkins had been a member of the Board of Education for four years.

•

Paper gathers data on jobless

INDIANAPOLIS

The *Indianapolis News* has started an effort to gather data about the unemployed, who they are, where they live, what kind of backgrounds they have.

Agencies such as the Mayor's Task Force, Flanner House and the Voluntary Adviser Corps are at work trying to find jobs for the 11,000 or more unemployed in the area and the information will be made available to them when it is compiled.

(Advertisement)

AN EDITOR TALKS TO EDITORS

Bart Rawson

Trucks on the Freeways

In our last "visit" we talked about trucks on Main Street and the congestion that came to downtown long before there were any trucks. Now consider the trucks — often big ones — that show up on expressways right at the heart of the rush hour.

"How stupid can they get" is a thought I've had just as often as you have. Of course it would be nice if the trucks would leave the key arteries just to people going back and forth to work. But "niceness" doesn't often jibe with the logic. Follow a couple of them with me during a typical morning rush.

Truck A, loaded with miscellaneous shipments for a dozen different businesses, left its local terminal on the outskirts of town at 7 a.m. All of its freight arrived from distant cities during the night — when most long-haul trucks put on most of their mileage. At 8 a. m. it finds itself on the key route between stop 1 and stop 2. During the course of the morning it will unload the other eleven. Then it begins the pickups of outbound freight and heads for "home" at about the same time you do. The driver will have worked a tough full day. If he had started earlier, the businesses wouldn't have been open to receive those first shipments. And if he had started much later, the stores would be closed by the time he made the last pickups.

Truck B is inbound with a load of fresh fruit and vegetables destined for three supermarkets. It has been traveling most of the night and the driver's day ends as soon as the deliveries are completed. Could he have planed to arrive at the first stop at 10 a.m. instead of 8? Sure. But mama likes to shop early and has come to expect fresh merchandise when she does. On a later schedule the driver couldn't have made his last stop until afternoon.

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Beat reporters tell all

'Insight' column hailed as painless education

By Dean Robertson

SACRAMENTO

Sometimes a beat reporter's job seems just like the mailman's—nothing but plod along day after day on those duly appointed rounds, fearful of being un-read, absolutely certain of being unhonored and unsung.

But every week some beat reporter for the *Sacramento Bee* gets a chance to sit down, ease his aching feet, and tell the readers a behind-the-scenes story from his beat, the kind of detailed background story that usually is heard only by a reporter's bartender, or his wife.

The reaction of a city hall reporter's wife to a lengthy recital of what really went on at the city council meeting is somewhat unpredictable. But the *Bee* readers' reaction to this kind of reporting is highly favorable.

Not only the readers, but the reporters themselves, their news sources, and even the copydesk, all are delighted with the Bee's Sunday column called "Insight, a Report From the Beats."

Plenty of time

And that's just what it is, a report on what's going on around the many local and regional beats that the Bee (circulation 176,000 daily, 200,901 Sunday) regularly staffs.

For instance, the first column, which appeared on New Year's Day of 1967, was Ed Dolan's background report on county government. It ran under the headline, "County Government: Taxes, Unions and Irene" (the county's controversial lady assessor), and was about a column and a half long.

It was a thorough analysis of the major problems that Sacramento county officials would have to cope with in the year that had just begun. And it was topped off with Dolan's highly educated guess as to just how the county would try to solve these problems. The report was the kind of thoughtful, careful, expert piece, based on a lot of knowledge and experience, which many good beat men could and would write—if only they had the time.

That's really the whole secret of the Insight column—plenty of time. When George Helmer, the now-retired managing editor, Gene Hill, then city editor and now m.e., and Al Hunter, the Bee's Sunday editor, first began kicking around the idea of a column to give the reader a "backgrounder" on the news-generating areas of the city, county, state and nation, the one ingredient they all agreed was essential was plenty of time. (The three can't recall whose idea it was; it just sort of sprang full-blown.)

The surprising thing, though, is that it's in large part each reporter's own time—or the time he can make for himself in between his regular chores. There's no special time off, no bonus, nothing but a chance to explain the news behind the news to the readers—plus almost unlimited space in which to do it. This last point, space, is Insight's main appeal to the reporters, who generally have been highly enthusiastic. Most are delighted for the rare chance to spread out a little about what's going on down at city hall or in the county or state offices here in the capital of the nation's most populous state.

What really happened

Says the Bee's Ron Blubaugh, "I write mostly about education, so that's what most of my Insight columns have been about. It's a good vehicle to tell the reader what really happened in those stories where a plain adjective recital of charges and countercharges just isn't enough. Sometimes a beat man simply has to express his own opinion to put across what a story's all about, and this gives us that extra latitude that we need.

"Personally I think that maybe this is a stage in our development here at the Bee. I expect that someday we'll have locally written columns like those in the *Los Angeles Times*, and I think that Insight is a step in that direction."

Most of the Insight columns are unsolicited, though once in a while the city desk will suggest a topic. The space is not exclusively for beat men; editorial writers, general assignment reporters, copy desk hands all are welcome to submit what George Helmer called "semi-editorials" on the subjects they're interested in. And they do.

Range of subjects

What are they interested in? Everything under the sun.

A random sampling of Insight columns turns up such subjects as Ron Blubaugh's study of California's new grade-school readers, which for the first time show pictures of Negro children and tell of the Negro's role in U.S. history.

Jay Brown's report on underground newspapers at Sacramento high schools examines why the students reject the "official" school paper to work on "illegal" underground papers, why the school officials are cracking down on the underground press, why the American Civil Liberties Union thinks it necessary to ask the courts to prevent school authorities from interfering with the freedom of the high school press.

Aaron Epstein examines the possible future complications of a jury's ruling that one particular model of car is defectively designed and was the cause of a fatal accident.

Tom Arden clarifies the tangled network of charge and countercharge involved in the state's sale of power from publicly financed dams to privately owned firms.

And Lee Fremstad gives the reader a vivid picture of what it's like to sit day after day through a droning, drowsy hearing on Pacific Telephone Co.'s petition to raise its rates. And Fremstad also sneaks across a lot of solid, basic information on business, government, and finance.

Reader response

The Bee's readers seem to approve of this painless education. The column stirs up unusually large numbers of phone calls and letters from readers, almost all of them favorable.

A completely unscientific spot-check poll of Sacramento State College students, a highly critical and stridently vocal segment of the Bee's readership, showed an almost unanimous enthusiasm for Insight. (The one exception not only never had read Insight, he'd never even read the Bee.)

The Bee's news sources, the state, county and local officials who sometimes are mauled rather badly, generally have high praise for the column. Those whose oxen occasionally are gored take the realistic view that at least Insight lets the taxpayers know that their particular department exists. And most concede that if an official has nothing to hide, then he has everything to gain and nothing to fear from a fair, accurate, and detailed picture of government operations.

But of course to get the most thorough critical appraisal of a column like Insight, the place to go is the Bee's own copydesk. But even these judicious critics (or professional soreheads, depending upon your point of view) like the Insight column.

Says one Bee copyreader: "We like to see the reporters freed of the restrictions of space and of approach that beat men usually have to contend with.

(*Continued on next page*)

Famous last words: "So go ahead and sue"

Juries, at best, are unpredictable. Especially in lawsuits for libel, slander, piracy, plagiarism, invasion of privacy or copyright violations. So if you're part of the communications industry, don't be tempted to say: "Go ahead and sue." Even when you're right, there's no assurance a jury will decide in your favor. Moral? Don't take chances. Take out an Employers Special Excess Insurance Policy instead. Simply decide what you can afford in case a judgment goes against you... we'll cover any excess. For details and rates, write to: Dept. E. EMPLOYERS REINSURANCE CORP., 21 West 10th, Kansas City, Mo. 64105; New York, 111 John; San Francisco, 220 Montgomery; Chicago, 175 W. Jackson; Atlanta, 34 Peachtree, N.E.

(*Continued from page* 34)
As residents of Sacramento, as well as copyreaders, we sometimes think it's the most interesting thing in the whole paper."

Wherever it fits

But no copyreader can be expected to be completely uncritical, so he adds, "Sometimes we think it gets lost in the sheer bulk of the Sunday Bee. We'd like to see it run in a permanent spot, say on the page opposite edit, so the reader could expect to find it there, rather than have to hunt through the entire news section."

The management's response is that this notion was considered, but the final decision to put Insight anywhere it happens to fit in the Sunday news section was made simply to guarantee that there always will be enough room. Putting it anywhere else, Gene Hill says, would impose, due to lack of space, a maximum length for the column, as well as an automatic limit on accompanying art work. Therefore it's likely to continue floating loose in the Sunday Bee. And it's not likely ever to run more than once a week for the same reason; the weekday Bee simply can't guarantee enough space, and these Insight stories aren't written to be easily trimmed.

Asked if any other papers had picked up the Insight idea, Hill said that to his knowledge only the two other papers in the McClatchy Newspapers group, the *Fresno Bee* and the *Modesto Bee*, had adopted the column as is, but that other news executives around the country had expressed interest in Insight and had asked a lot of questions.

Always a Volunteer

The only difficulty after 20 months of operation, according to Hill, has been that problem that plagues every aspect of newspaper operations—the unexpected. A reporter who has volunteered to do next Sunday's Insight may find himself too swamped with spot news to do it right, so has to back out at the last minute. But there's always been a volunteer to step into the breach and turn out an Insight on short notice. And the possibility of new developments makes it impossible to build a backlog of Insights against emergencies. But then this isn't exactly a new problem for any newsroom.

If other editors plan to set up their own column like Insight, are there any unexpected pitfalls they should watch out for?

No, says managing editor Gene Hill, "the only thing we didn't anticipate was just how easy it would be."

Stations told job practices affect license

WASHINGTON

The Federal Communications Commission has warned the broadcasting industry that the extent of its compliance with laws on non-discrimination in employment will be considered in connection with renewal of station licenses and applications for construction of new stations.

The Civil Rights Act of 1964 makes it unlawful for employers in an industry affecting interstate commerce who employ at least 25 persons to discriminate because of "race, color, religion, sex or national origin" in the hiring, discharging or training of employes, in fixing their terms and conditions of employment, including compensation, privileges, classification and in other respects.

The FCC states that "a significant number of broadcast licensees come within the nondiscriminatory requirements of the Civil Rights Act."

The Commission asserted that it did not see how it could make a public interest finding in circumstances where an applicant was deliberately pursuing a policy of discrimination.

•

General Foods Sells S.O.S to Miles Lab

Miles Laboratories Inc., of Elkhart, Ind., and General Foods Corporation announced this week that they had agreed in principle for the sale of the S.O.S. business to Miles Laboratories for $56 million cash.

The agreement is subject to approval of the Federal Trade Commission and to the execution of a formal agreement, the companies said.

Included in the sale to Miles Laboratories are: S.O.S. Soap Pads, S.O.ettes Sponge-Back Soap Pads, Satina Ironing Aid, Tuffy Plastic Mesh Ball (dishwashing aid), and Copper-Kleen and Silver-Kleen.

General Foods acquired S.O.S. in 1957. In March, 1966, the FTC ordered General Foods to divest S.O.S.. The courts upheld the FTC decision.

•

5c to 10c

PATERSON, N. J.

A nickel-a-copy for 21 years, the *Paterson Morning Call* went to a dime this week on newsstands. The home-delivery price holds at 35 cents a week.

kids look cuter

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CERTIFIED DRY MATS

Unfair! Mean to women!

By Howard B. Taylor

Typography workshops in which this department has participated reveal one lamentable shortcoming: Most newspapers aren't doing right by the girls.

There are exceptions. The *Dayton* (Ohio) *Daily News*, 159,529 p.m. and 211,696 Sunday in a city of 275,186, is one.

Beverley Morales, Daily News Women's editor, sends the tearsheets.

Almost everywhere, Women's sections need greater imagination in layout, more elbow room in which to work, downplay of pure-Soc tea and crumpets, up-play of general-interest women's features. Oh, yes. Most need more girl-power, too.

The ideal take-off place is a wide open section page, for elbow room. But it's not absolutely necessary, as is evident in upper left.

There are 64 inches of display ads in the page, using about 37 percent of the space. Yet the page is an eye-grabber because of imaginative layout and willingness to exploit white space.

The heads and the magazine-type overheads are a vivid blue. Body type is about 15 picas wide. Blue tint blocks about 10 picas wide (which of course won't come up in the reproduction) are centered right and left on each joint of body. Another blue tint block covers part of the elephant. Then, the five-mugs are arranged with casual but tender care in random positions.

The device of pulling quotes from a story and using them as attention-getters is a good one. Magazines use this technique as another hook dangled before the reader. These are set in 18 point Bodoni italic.

The headline is six columns of 72 point. Too big for a Women's section? Not at all, and it's centered in the eight columns, as it should be.

Another point about the headline: The position is right. Placed atop the page, it would smother the layout. The art is more interesting than the headline. Thus art, not head, should dominate the page.

There's another color tint—the three-side Ben Day box. Beverley, next time try it without the box, as an experiment to see which you prefer.

Granted, it's easier with a wide open page (upper right). So let's all keep up the fight for open section pages for everybody.

Something that's always needed, of course, is a story idea. This one, locally produced, burgeons from a novel idea. The silhouettes are eye-appealing, the headline provocative. All these contribute to impact enhanced by format design.

This is the lead page of the Sunday section. Only two stories in it. Arrangement of art and body type and heads invites reading. Much better this than shoe-horning in a dozen pieces.

Miss Morales appears to be hooked on the side-head treatment. It's a good habit. There's another (30-point italic) at the bottom of column 1, beside the Young Marriage feature. The spread of six in seven for that feature adds white space.

Everything in the page forms neat rectangles, without zigging or zagging.

Notice the white space between by-lines and leads, and within by-line, credit line and lead. Somebody cares, there.

"Our basic concept is to give the woman's angle to top-breaking news stories while retaining standard women's features," Miss Morales wrote. "And, meanwhile, we strive for an airy approach in layout."

Successfully, Invitingly.

•

(Mr. Taylor is Editorial Consultant to the Copley International Corporation, an affiliate of the Copley Newspapers. He writes this feature on newspaper layout and design especially for E&P.)

Church papers make gain in circulation

Catholic newspapers in the United States continued to grow in circulation during 1967, according to statistics contained in the 1968-69 edition of the Catholic Press Directory.

The Directory is the official media reference guide to Catholic newspapers, magazines and diocesan directories in the U.S., Canada and the West Indies. It contains details on publication staff personnel, circulations, advertising rates and other information for 153 newspapers and 346 magazines.

In the U.S., total circulation of the five national newspapers is 1,506,532; total circulation of the 126 diocesan newspapers is 5,060,637; and total circulation of the 11 newspapers published in languages other than English is 218,741.

Now 6,785,910

Total circulation of all newspapers at the beginning of 1968 was 6,785,910, an increase of 43,000 over last year's figure.

The *National Catholic Reporter*, Kansas City, is shown to have a circulation of 73,807. This paper was established four years ago.

Largest of the church weeklies is *Our Sunday Visitor*, with a sale of 749,497. The official publication for a dozen midwestern and southern dioceses has been in business since 1911 at Huntington, Ind.

A net paid of 611,413 is given for the *Register* group of papers published in Denver.

Advertisers are offered coverage in 1,688,316 copies of diocesan papers in a group known as Catholic Major Markets Newspapers.

The latest edition of the Catholic Press Directory (available at $5 per copy from the Catholic Press Association, 432 Park Avenue South, New York 10016) reveals that 98 of the 142 U.S. Catholic newspapers (69%) are printed by the offset process. This is an increase over last year of five papers.

Catholic magazine circulation in both the U.S. and Canada continued to decline during the past year, according to James A. Doyle, executive director of the CPA.

Among general Catholic magazines which accept advertising, total circulation declined from 7,059,596 last year to 5,973,867. The new Directory lists 94 magazines in this category—a drop of 14 from last year.

•

Scripps paper goes to offset and cold type

FONTANA, Calif.

The *Herald-News*, evening daily, converted to cold type and offset with its Monday, July 8 edition.

The Herald-News, a Scripps league newspaper, purchased a Photon 713-20 which will be driven by two Automix Keyboards.

Other equipment includes a Morisawa typesetter and Film-O-Type. The Photon will produce various type faces from 6 to 36 point; the Morisawa, 5½ to 60 point; Automix Keyboard, 5 point to 36 point; and the Film-O-Type, up to 144 point.

The Herald-News is printed on a Goss Community 16-page press with a 30-inch web.

Composing room employees are being retrained for offset production, Publisher James E. Shouse said. Mechanical Superintendent Tony Garcia attended a six-week course at Photon and an additional week learning the Automix in Renton, Wash.

The Herald-News, circulation 5,500 serves the City of Fontana, 60 miles east of Los Angeles, and the surrounding communities of Bloomington, Rialto and Etiwanda. A controlled circulation, Weekly Pictorial has a circulation of 22,000 on Thursday.

LAYOUT & DESIGN REPRINTS

Sets of reprints of the first 52 articles by Howard Taylor on Layout & Design of newspaper pages are available. The price: $2 per set postpaid. Send order, with check, to Layout & Design, EDITOR & PUBLISHER, 850 Third Avenue, New York, N.Y. 10022.

Deaths

FRANCIS R. TWISS, 77, retired (1962) advertising director of the *Worcester* (Mass.) *Telegram* and *Evening Gazette;* July 18.

* * *

MYER NEGRU, 64, a former city editor of the *Montreal Gazette;* July 15.

* * *

FINDLAY BARNES MACLEAN, 50, publisher and editor of the *Brockville* (Ont.) *Recorder* and *Times;* July 17.

* * *

ROBERT K. HANCOCK, 61, former owner of newspapers in California (*Santa Maria Times, Fontana News-Herald, San Clemente Sun* and *San Juan Capistrano Coastline*); July 13.

* * *

MAX RINGLAND WALKER, 45, classified advertising manager of the *Washington* (Pa.) *Observer-Reporter*; July 7.

* * *

GEORGE V. LISCOMB, 85, a former advertising manager of the *Chicago Tribune* and publisher of the *Lebanon* (N.H.) *News;* July 19.

* * *

RONALD MARSH, 59, a former marine editor of the *Montreal Gazette* and director of press relations for Cunard Steamship Co.; July 20.

* * *

G. T. FROST, 60, editor-publisher of the *Cheney* (Wash.) *Free Press;* July 18.

* * *

MONTE CROSS, 81, former sports editor of the *Canton* (O.) *Repository;* July 17.

* * *

ARTHUR V. BURROWES, 75, editor of *St. Joseph* (Mo.) *Gazette & News-Press*, July 25.

* * *

NELSON C. TOWNSEND, 70, retired (1966) editor of the *Hartford City* (Ind.) *News-Times;* July 18.

* * *

STEVEN MARINO, 54, *Chicago's American* photographer for 32 years; July 14.

* * *

LOUIS SAXON, 68, financial editor of *Chicago's American;* July 10.

* * *

A. L. (BUD) ALFORD, 61, editor and publisher of *Lewiston* (Ida.) *Morning Tribune*, July 20.

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FERD'NAND D/S
GORDO D/S
NANCY D/S
PEANUTS D/S
CAPTAIN AND THE KIDS S
ALL STARS D
EMMY LOU D/S
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TARZAN D/S
THE GOOD OLD DAYS W
THE GOOD OLD DAYS—ANTIQUES FAIR S
THERE OUGHTA BE A LAW D/S

220 East 42nd St., New York 17, N.Y.

CBS lines up columnists for news-talk show

Washington columnist Art Buchwald, as a regular contributor, will head a list of more than 50 newspaper and magazine columnists who will appear on "60 Minutes," the new series of broadcasts to be presented in a magazine format by CBS News beginning September 24.

Don Hewitt, executive producer, said Buchwald will deliver a satiric dissertation on each of the first 10 editions of "the show" which will be seen on alternate Tuesdays from 10 to 11 P.M. ET, in color on the CBS Television Network.

The series, with CBS News correspondent Harry Reasoner and Mike Wallace as on-the-air editors, will feature in each broadcast several stories of current interest. Also in each broadcast, three guest columnists will be invited to offer their opinions on a subject of current interest.

William Buckley, Norman Mailer, Truman Capote, Gore Vidal, Theodore Sorensen, Barry Goldwater, Bishop Fulton J. Sheen, Godfrey Cambridge, Senator Everett M. Dirksen, and John Kenneth Galbraith are among those who have already agreed to make periodic appearances on the program.

Other occasional contributors will include Ralph Nader, James Reston, Bayard Rustin, Marya Mannes, Luigi Barzini, David Merrick, Malcolm Muggeridge, David Frost, Cleveland Amory, and Marshall McLuhan.

The list of anticipated guests includes Russell Baker, Emmett Hughes, James Kilpatrick, Bill D. Moyers, Kenneth Tynan, Heywood Tale Broun, Norman Podhoretz and Harry Golden.

4 new columns: health, sewing, gossip, safety

Sylvia Fenmore's City Desk Features syndicate is offering four columns for release on August 19th. They are:

"Tell Me Nurse" by Phyllis C. Barrins, R.N. (tri-weekly). Q&A feature opens up new areas of inquiry concerning matters of health for all ages, with some special attention to problems of the aged." Breezy, frank, sometimes humorous.

"Keeping You In Stitches" is a "zippy little sewing feature . . . stacked high with charm and personality" written by Sandra Lamb (tri-weekly). Previews fashions, cites basic sewing information, answers questions submitted by readers, discusses requested topics, and journeys into the more complicated sewing techniques, with hand-drawn illustrations.

Lorraine Gaugin, a Hollywood native, writes a tri-weekly gossip column called "Here's Hollywood." Daughter of an actor (Julian Rivero) she began rubbing shoulders with the stars when she was six months old.

David O. Alber, columnist for the *New Rochelle* (N.Y.) *Standard Star*, writes "Safety First," a weekly column designed to prevent accidents.

•

One-man, one-machine decision is upheld

An arbitration ruling that allows the *Newark* (N.J.) *Star-Ledger* to operate a platecasting machine with one man has been upheld by the Third Circuit Court of Appeals.

Stereotypers' Union No. 18 appealed the 1966 ruling on the ground that the testimony of one union witness had not been fully heard. The court said the arbitration panel had received sufficient testimony on which to make a decision that the M.A.N. machine could be safely and efficiently run with one operator.

NEA's 'Station Break' panel ribs television

Newspaper Enterprise Association is conducting a "magnanimous offer" in the distribution of "Station Break." The panel cartoon is offered for two weeks free usage. "Here's a great big laugh in a bikini," says the syndicate, "a compact one column comic commentary (usually derogatory) on television and tv fans."

Editors are advised to tear off the tops of their tv sets and mail to NEA in order to receive their complete "Space Capsule" kit of 12 one column proofs and mats of the panel. Disdaining editors may order by mail.

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Porter column freed from suit

PROVIDENCE, R.I.

A $500,000 libel suit by a Rhode Island book publisher against Sylvia Porter, financial columnist, and Hall Syndicate Inc., has been dismissed by Judge Raymond J. Pettine in U.S. District Court here.

His opinion grants a defense motion to dismiss the suit on the grounds that the complaint fails to state a cause of action, that the federal court here lacks jurisdiction and that service of legal process upon the defendants was insufficient.

The suit was based on a discussion in Miss Porter's column, "Your Money's Worth," in the *Providence Journal* of Nov. 4, 1965, of what she called "Phony award schemes" of publishers of biographical encyclopedia. The plaintiff had published a book, "Leading Men in the United States of America," and claimed that the Porter column was libelous.

Dailies vs. tv

(*Continued from page* 16)

tion, Mossberger said, is the summary. "Comparing the two sets of data, using the same amount of money, we find that when it comes to exposure and recall of advertising versus spot television commercials, a strong story for newspapers emerges," which Mossberger showed by way of three examples for Madison, Houston, and a composite of 22 markets picked at random, as follows.

• Madison—14,400 adults are exposed to and can recall commercials. 73,000 adults are exposed to and can recall newspaper ads.

• Houston—73,000 adults are exposed to and can recall commercials. 562,000 adults are exposed to and can recall newspaper ads.

• 22 Markets—1,309,000 adults are exposed to and can recall commercials. 12,164,000 adults are exposed to and can recall newspaper ads.

Mossberger appealed to his colleagues to develop the presentation and to use it on "those agencies and advertisers now buying television." "Don't count on it knocking Alberto VO-5 off the air," he declared. However, he added: "We think it might get some well-deserved attention from those responsible for your important regional accounts. And it might score some points for you, as it did for me, with your department store executives who has suddenly become so enchanted with television."

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Kicker will write

Lou Groza, the Cleveland Browns' kicking specialist, will write a weekly series this fall, sharing personal notes on the games and the key players in the column, "Kicking Off," which is being distributed by Berea Publishing Company, (Box 190, Berea, Ohio, 44017). Berea is Groza's hometown.

SYNDICATES

'Diplomat' may strut across comics pages

By Don Maley

Borrowing a page from "The Ugly American"—the funniest one—cartoonist John Strutt used it as a storyboard for "The Diplomat," a new comic strip "providing a satirical look at the United States' involvement abroad." The six-a-week panel will be offered for distribution beginning October 14.

Strutt, who has obviously gone on some diplomatic missions himself, calls his one-man operation the St. Croix Syndicate. (P.O. Box 270, Stillwater, Minn.)

The two main characters in "The Diplomat" are Horton Denby, a combination economic, cultural and political adviser to the primitive people of "Backward Island," and Den, the not-so-primitive, unofficial representative of the islanders.

The dialogue in one sample episode goes like this:

Horton: "You're going to war with the Lee Siders?"
Den: "We do every year."
Horton: "Every year! Why?"
Den: "No Super Bowl."

A more pointed episode reads this way:

Den: "I was looking at your paper, Horton. It devotes a lot of space to baseball coverage."
Horton: "Well it *is* our national pastime."
Den: "Has it replaced rioting?"

During the past few years, Strutt has tested several comic strip ideas, but it wasn't until he developed "The Diplomat," he said, that he found enough confidence to risk forming his syndicate.

"While controversy usually surrounds our nation's foreign policies and activities," he said, "I believe most Americans still have the capacity to see the humorous side of the extremely complicated and serious business of foreign affairs."

"Who knows," he continued, "in addition to dispensing a measure of humor, perhaps 'The Diplomat' will create a desire on the part of some readers to know more about the United States' involvement in the world."

Strutt is the chief artist in the promotion department of a Midwestern newspaper and is a frequent cartoon contributor to magazines. He received his formal art training in Los Angeles at the Art Center School. He was a Navy pilot in the Pacific.

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Story on arthritis battle wins $500

Jon McConal, contributing editor for the morning *Fort Forth* (Tex.) *Star-Telegram*, was announced as winner of the national Arthritis Foundation's Russel C. Cecil Award. He will receive $500 and an engraved medallion for his story on a woman's 23-year battle with arthritis, judged the best story in the nation about arthritis in 1967.

Second prize went to Bowen Northrup of the *Wall Street Journal* and third prize went to Helen B. Callaway of the *Dallas Morning News*.

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Summer help

LONGVIEW, Tex.

Summer employment is being provided by the *Longview Daily News* and *Longview Morning Journal* for 33 college and high school students. They are working in various departments of the two newspapers.

Moyers writes about his work with LBJ

Bill D. Moyers, publisher of Long Island *Newsday* and former special assistant to the President, writes of his personal experiences with LBJ in order to illustrate the tender balance in America between the "will of the people" and the duties of the Chief Executive.

This "fascinating study," written on a level "above partisan politics," was made for *Foreign Affairs* magazine and is now offered to newspapers through Newsday Specials, Garden City, L.I., N.Y. Release date is August 3 or after.

NEA changes sales, service for Canada

Realignment of the Newspaper Enterprise Association's representation in Canada was announced by Boyd Lewis, president and editor of NEA.

The move was prompted by the retirement of D. R. Crandall, president of the Dominion News Bureau which has handled NEA's Canadian interests for 40 years. Dominion News is terminating its syndicate operation with Crandall's retirement.

Effective August 1, the Toronto Telegram Syndicate will take over NEA representation for Canadian sales and client service, Lewis said.

Toronto Telegram Syndicate is also Canadian representative for the Los Angeles Times-Washington Post News Service; United Features Syndicate and General Features Corp., along with more than 25 of the Telegram's own features syndicated in both Canada and the United States.

Lewis said NEA now serves 42 Canadian papers, including the *Toronto Telegram*.

Details of the new distribution organization were worked out by William H. Borglund, vice-president Sales-Development for NEA and Ray Argyle, syndicate director of the Telegram.

A sample of 'The Diplomat' by John Strutt.

Just call the Director of Public Relations serving your territory as named below

OMAHA
Ed Schafer (402) 271-3476
PORTLAND
George Skorney (503) 227-7771
LOS ANGELES
Paul Harrison (213) 685-4350
SALT LAKE CITY
C. R. Rockwell (801) 363-1544
NEW YORK CITY
W. G. Burden (212) 732-6109 or Ridgewood, N.J. (201) 445-0340

W. R. Moore
General Director of Public Relations
Omaha, Nebr. 68102

UNION PACIFIC RAILROAD

GATEWAY TO AND FROM THE BOOMING WEST

Moscow junket

(*Continued from page* 14)

The newsmen were impressed by the change in women's clothing, and one of the biggest surprises to those who had been there before were mini skirts in Red Square.

"But you can have those Russian women," Carter said. "What I saw in mini skirts was not what I was looking for."

There were no beatniks or flower people, as we know them, but Carter said he had seen a few of what passed locally for beatnik girls.

"They didn't inspire me," he said. "They looked a little wild, hair streaming down. And tough. Mostly just tough."

Paul Miller, president of the Gannett Newspapers, remembered the night at the opera. This was in Leningrad, after two days in Moscow.

"You have a seven-hour time difference," he said, "and it begins to affect your metabolism. The full effect caught up with us in Leningrad, while we were guests at the opera. They have a beautiful opera house; it looks like a Hollywood set, and we who went had seats in a center box, after a Russian dinner with vodka. Before the end of the first act, half the guys were snoring. When the curtain came down, those who were awake elbowed the others and we all slipped out and went back to the hotel and to bed.

Culture Soaked in Vodka

"I'm afraid we left culture at the opera—we didn't do much for culture at Leningrad."

"I didn't go to the opera," said Carter. "I can't remember the name of the hotel there. That was the night Russian diplomats drank vodka with me. One of our guys from the State Department was caught in the middle, between two vodka-drinking Russians. I felt sorry for him. I managed to dump a few of mine, but this poor guy couldn't do anything else with his. Down the hatch. It's great sport with those Russians to get Americans in one of these toast-drinking affairs. I can generally hold my own for culture, the flag or what not, but one of those dinner parties sort of leaves you limp next morning."

Harry Schwartz, of the *New York Times*, last in Moscow 13 years ago, found the city looking better but the people furtively cautious not to be caught talking with strangers, especially visiting Americans. Writing from Bucharest, where he went after accompanying the group to Moscow, Schwartz felt an uneasiness among the people he had failed to note when they were less affluent.

"I seemed to detect the same thing," said Wright. "I felt, too, that the people were less eager and more afraid to talk with you than they were 11 years ago."

"I didn't get that," said Carter. "I went anywhere I wanted to without a guide or chaperon. Nobody stopped me. And I had no trouble talking with people, using the hand and arm signals where they didn't understand English. They spot you from your clothes, your shoes, and you hear the word 'English?' When you tell them American, they smile and I always found them friendly. Of course they are Communists, you are not going to change them, and I didn't try. But I met about a dozen who told me they wished I could take them back to Texas with me."

People More Aloof

Keith Fuller, assistant general manager of the Associated Press, said he got a "definite stand-off feeling. The ones I tried to talk with just shrugged you off. Of course, there was the language problem."

Fuller had never been to Russia before and was "shocked," he said, to "discover how far behind they were. What they call mini skirts hit a woman just above the knees. We would hardly call them mini skirts.

"And the little things," he added. "Room service—they never heard of it. Here we were, at the best hotel in the country. You couldn't get a suit pressed. Or a cup of coffee. I walked over half the town trying to find one.

"Actually, the best things you see," he said, "the really impressive things, were all built by the Czars, before the revolution. I had never been there before, and it was a revelation, a real education. I was shocked to see how far behind us they really are."

Six years ago when a contingent from the American Society of Newspaper Editors was in Moscow, they were cordially received by then Premier Khrushchev. This time, Paul Miller said he had requested an opportunity to visit the retired premier but he didn't even receive an acknowledgement of his note.

Exact Timing

Holmes Alexander, McNaught Syndicate columnist, and James D. Cary, White House reporter for the Copley News Service, were impressed with the precision with which the tour was organized and the accuracy with which the schedule was maintained. You left on time when you were going somewhere and got back on time, no matter how fast you were whisked through an art gallery or Red Square.

Alexander would have been happier if he could have stayed longer in the art museum at Leningrad. He likes art but marching past 20 Rembrandts in three minutes did not give him time to expand his cultural interests.

While impressed with the efficient organization of the trip, Cary was interested in the interpreter guides provided by Intourist, and with one in particular. These guides are attractive young women who are graduates of universities or language institutes. One English-speaking guide was assigned to every bus that conveyed the Americans anywhere.

Several of the Americans were having lunch in a Georgian restaurant in Moscow and Cary was seated across a table from one of the interpreter guides who spoke very passable English. She was a graduate of Moscow University and had guided many American, Canadian and English parties.

Asked which she liked best she said the Americans because they had such a good sense of humor—like the Russians.

Although praising the precision of the schedule, Alexander could not say as much for the system of baggage handling at the Hotel Rossia. All the baggage came from the Pan Am plane without any individual labels. It was a big job and took a lot of time.

When Alexander finally got his luggage, he gave the key of his room to a bellboy to take up the bags. He remained a minute or two in the lobby and then could not remember the number of his room or find the bellboy. It took him an hour before he found out what his room number was and caught up with his baggage.

Cary was not impressed with Soviet marketing methods. At the Gum Department store, for instance, one waited in line to get up to a counter. When a purchase was made, there was another wait in line to get up to the cashier's desk. Then, another wait back at the counter to present to the clerk the stamped bill of sale showing you had paid. Then you received whatever you had bought.

Washington Star's record: century in same families

WASHINGTON

The *Washington Evening Star* enjoyed a kind of birthday July 27—the 100th anniversary of the day Congress chartered the newspaper under the ownership of families who still own it today.

One hundred years is not a record span in the life of a metropolitan daily newspaper, but a century without sale or merger appears to be. Research has failed to turn up another with a longer history of unbroken ownership.

Today fourth generation heirs of the men who purchased the paper in October, 1867, are actively engaged in the editorial, advertising and business management of the Evening and Sunday Star.

The Star actually is in its 116th year, having been founded Dec. 12, 1852 by Joseph B. Tate and sold less than six months later to a shrewd newspaperman named William Douglas Wallach. One of his first employes the following year was 28-year-old Crosby Stuart Noyes who had come from Maine, riding the last miles into Washington on a farmer's wagon with $1.61 in his pocket.

On a starting wage of $12 a week Noyes worked up to 17 hours a day as reporter and assistant editor, an apprenticeship that prepared him for the day when Wallach, discouraged by post-Civil War conditions, offered to sell the Star for $100,000.

Noyes sought partners with capital and found them in Samuel H. Kauffmann, a former Ohio newspaperman then working for the Treasury Department; George W. Adams, a New York newspaper correspondent; Alexander R. Shepherd, a city government official, and Clarence B. Baker, a business man who soon left the paper.

The Evening Star Newspaper Co.'s first president was Kauffmann, its first editor, Noyes. They announced a policy to keep the Star "independent, outspoken and honest, expressing itself on all matters of public interest, but always, we trust, with absolute fairness and good temper."

Circulation climbed to 8,000 in four weeks.

BUTTON, BUTTON—Jim McClure, 11, plays the game-of-the-day and puts the new Goss Metro offset press to work at the Burlington (Vt.) Free Press. Standing by are Joe Moll of the Goss Company and Larry Meunier, pressroom foreman. Jim's father is publisher of the Free Press, as were his grandfather and great grandfather.

2 offset-printed papers end rivalry in a merger

ST. HELENS, Ore.

Oregon's hottest newspaper competition came to an end here with the merger of the *St. Helens Chronicle* and the *St. Helens Sentinel-Mist* into a single semi-weekly publication.

The new paper will carry the combined insignias of both papers and will be owned by Columbia County Newspapers Inc., with all stock held by Gilbert and Eldridge Crouse, former owners of the Chronicle, and the Longview Publishing Co., former owner of the Sentinel-Mist.

Gilbert Crouse is president of the new firm with J. M. McClelland Jr., of Longview, Wash., as vicepresident, and Eldridge Crouse as secretary-treasurer.

The Crouse brothers will be co-publishers and Robert Vance Jr., news editor of the Sentinel-Mist, will continue in that position.

Joe Schafer, publisher-editor of the Sentinel-Mist since January 1, 1966, resigned and will rejoin the Times Publications of Tigard and Beaverton.

The Sentinel-Mist was the dominating publication for many years, with the Mist going back to founding in 1881 and the Sentinel to 1926. The two papers merged in 1933 and the Sentinel-Mist was a twice-weekly publication for the past 20 years. With purchase of the Chronicle by the Crouse brothers several years ago, both papers went to offset production and have provided Oregon with its stiffest intracity competition of the decade.

Headquarters of the newly combined paper will be at 2017 Columbia Boulevard, which has been the home of the Chronicle.

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All out for Rocky

CAMPBELL HALL, N. Y.

James H. Ottaway Sr., chairman of the board of Ottaway Newspapers-Radio Inc., urged the nomination of Nelson F. Rockefeller as the Republican Presidential candidate in a statement published in eight Ottaway newspapers in the Northeast. It was the first time the group had carried a personal statement of this nature by Mr. Ottaway.

Gannett paper to install 9-unit Hoe offset press

The purchase of a 9-unit, double-width newspaper offset press by the *Plainfield Courier-News Co.* has been announced by Paul Miller, president of the company and of its parent corporation, Gannett Co. Inc.

The press—a Lithomatic made by R. Hoe & Co., Inc.—will be installed in a new $4\frac{1}{2}$ million *Courier-News* plant to be erected on a 10-acre site nine miles from Plainfield, N. J.

Erection of the 350-ton press equipment will begin late in 1969 to permit operation of complete offset printing and automated photo-composition facilities of the Courier-News by July 1, 1970, Miller said. The evening daily has 55,000 circulation.

The Hoe press will incorporate new design for high-speed ink and water motion. It will be approximately 10% heavier than the conventional (letterpress) Colormatic presses produced by Hoe for newspaper use. It will incorporate, however, improvements on reel, tensions, pasters and folders developed for the Hoe Colormatic, according to Raymond R. Dittrich, Hoe's vice-president of sales.

The new press is expected to have sufficient capacity to meet Courier-News needs until circulation exceeds 100,000, it has been announced by Thomas P. Dolan, Courier-News publisher.

The proposed new building is so designed that an additional nine-unit press line could be added, if needed, Dolan said.

The new press will replace Hoe letterpress units installed in 1942 when the Courier-News circulation was 16,820.

The new equipment will make possible 24 pages of process color plus 24 pages of spot color in editions up to 96 pages—or 48 pages of spot color in editions up to 144 pages.

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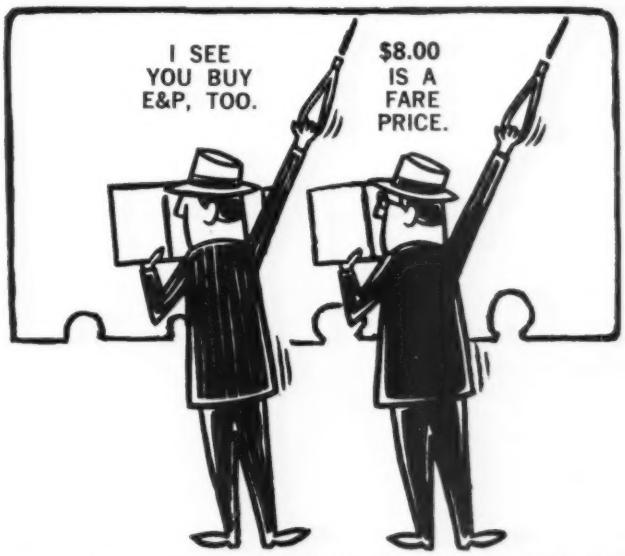
Ruddle in new job

MILLBURY, Mass.

Harold Ruddle, formerly technical director of the Capital Newspapers in Albany, N. Y., has accepted the position of Central States district manager of the New England Newspaper Supply Co. At one time he was an instructor in the International Typographical Union's Training Center at Colorado Springs.



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ROBERTS: These attitudes of not publishing faces of retarded children are archaic . . .

Some editors, who have been in the business for 30 years . . .

have not brought their thinking up-to-date and are still accepting . . .

PHOTOGRAPHY

Show the face of a retarded child?

By Rick Friedman

"There are a few papers that still refuse to publish pictures of any retarded child. Some editors even wanted to blackout David's face."

Talking to us was Bruce Roberts about his own child and what he was saying had special significance to us personally.

Back on March 2, 1963, the first photo column under our byline was on how Roberts had come up from the *Charlotte* (N.C.) *Observer* to become photo department manager of the *Wilmington* (Del.) *News-Journal* and reshape their photo department. Now, more than five years later, Roberts was talking about a book he and his wife, Nancy, had put together on David, a mongoloid baby born to them a month after that March, 1963, story. Shortly after David's birth (he was their second child) they moved back to Charlotte, where they felt David could receive better care. Roberts went on to become a freelance photographer whose work would appear in *Look, Life, Sports Illustrated* and other publications.

Bruce, who was Southern Photographer of the Year twice while on the Charlotte Observer (1959, 1961), also would do several picture books, among them *The Face of North Carolina.*

Nancy, a former newspaperwoman in North Carolina, Florida and Delaware, and once owner-publisher of the weekly *Maxton* (N.C.) *Scottish Chief*, would collaborate with him on two books, *An Illustrated Guide to Ghosts* and *Ghosts of the Carolinas.*

Archaic Thinking

Now Roberts was discussing their third co-book, *David*, published this Spring by John Knox Press, Richmond, Va. "These attitudes of not publishing faces of retarded children are archaic. Some editors, who have been in the business for 30 years, have not brought their thinking up-to-date and are still accepting the policies handed down 30 years ago—which now probably exist only in their own minds. As a working photojournalist and the parent of a retarded child, this attitude disturbs me."

After *David* was published, Knox sent five photographs, all shown on these two pages, to 60 major newspapers throughout the country. Along with the pictures of David went a story Nancy Roberts had prepared. Part of the text indicated some of the problems Roberts referred to earlier in this column. "Our decision to do a book on David was not received with any great enthusiasm on the part of the publishers we contacted," Nancy wrote, "despite the fact that a picture story had appeared on him in Look magazine. That he was retarded was enough to discourage them in the first place. Their immediate reaction was that the book might be unpleasant, distasteful, and most certainly not a 'coffee table' type of book. Even Mrs. Eunice Shriver's choosing pictures of David for a Kennedy Foundation brochure because 'they are the most cheerful, attractive pictures of a retarded child I have ever seen,' proved no open sesame to publishers.

"One day, on impulse, I phoned John Knox Press in Richmond, Virginia. 'How would you like to publish a cheerful, up-beat book on a mongoloid child?' I asked bravely, trying to steady my voice. To my surprise the reply came back, 'We would be very much interested. Send your manuscript and pictures along for us to look over.' "

Pointing out that the book was the first to follow the progress of a retarded child in pictures as well as words, Nancy added: "The pictures of David, with his engaging smile, going happily through his childhood experiences in nursery school and at play will warm the hearts of those who have contact with the retarded and will prove a revelation to those who have not."

Libel Caution

The pictures in the book did all of that for us but apparently didn't have the same effect on the hearts of some newspaper editors.

Roberts said one Virginia daily not only turned down the *David* pictures but during the same year refused to cover the the opening of a local school for the retarded. It's Roberts' feeling that the policy against using pictures of retarded children stems from a general policy of caution about libel. "Of course, no paper wants to say a person is retarded if he isn't. The most amazing thing though has been that I have done several stories at different schools for the retarded and have never had any restrictions placed on my showing faces. In fact, at every school and kindergarten the parents usually must sign a release giving blanket permission for their child's picture to be used in any news media when the picture is taken in connection with a school activity."

The five pictures and Nancy's Roberts text were sent to only one newspaper in each city so that there would be no overlapping. The package went to women's editors rather than book editors as the Roberts' were interested in reaching mothers who might have contact with retarded children, rather than book page readers.

"Our publisher does not take a clipping service," Roberts told us, "so I have no way of pinning down the exact number of papers which ran the story and pictures. From my own contacts and clippings, which friends mailed me, I would say three out of four papers ran something and about half the papers ran the entire story plus a number of pictures. Some of them even called and asked for extra or different pictures.

"Several papers which did beautiful spreads on my pictures

of David had refused a year earlier to run pictures of the National Poster Child when he came to town. The reaction ran from the *Chicago Daily News* which ran a three-part condensation of the book with photographs and the *Columbia State*, largest newspaper in South Carolina, which ran a full page on the woman's front page to some newspapers which wanted to black out David's face or show only the back of his head.

"One large newspaper in the South which did an excellent layout of the David pictures had refused to run a photograph of the retarded National Poster Child with the state president during the state convention held in that city. In this particular case, when a request was made that coverage be given the state association meeting at which the poster child would appear, the city desk said the story was O.K. but the policy on the paper was *no pictures of retarded children.*

Backs of Heads

"In South Carolina, the retarded children's state association has found several of the major papers took pictures showing only the backs of retarded children's heads. And that one paper there even blocked out the eyes. The Columbia State is not one of those papers—it's one of the most progressive in the area."

Roberts related how one photographer he knew got in trouble after shooting an assignment to cover the opening of a kindergarten for retarded children. The photographer's paper criticized him for showing their faces. Roberts says that as a former newspaper photographer he can understand this concern on the part of the paper itself. "When I got into the newspaper field I wondered what kind of reaction I would get if I tried to do stories on schools for the retarded, special kindergartens, etc. But I made an amazing discovery. At every workshop and school I found that parents had been requested beforehand by the school to sign releases so their children could be photographed. If any parents objected, their children would be screened out before the photographer arrived. Teachers and others connected with the retarded encouraged me to meet, treat and photograph these kids just as I would any children."

Roberts is concerned over the lack of proper coverage and concern by some newspapers to the activities in the field of mental retardation. "In the state of Virginia there are some newspapers who simply throw the suggestions that they cover the opening of a new school or kindergarten for retarded right into the waste basket. One Virginia editor finally printed a picture of a new facility for retarded children. He blacked out the faces and thought no more of it until the next morning after the picture appeared in his paper. Then he was faced with a delegation of parents who objected to having the faces blacked out. The editor responded by sending a photographer and writer out to do it again and they came back with a fine job."

Distorted Images

The Roberts' feel that mental retardation can be talked about and photographed the same way any other medical and social problem can be handled. "An editor will find that state and local associations will probably already have permission slips signed by parents and will welcome newspaper photographers at any time," Bruce says.

"These kids, although slow learners, are still kids and enjoy being photographed." Nancy points out. "Nine out of ten retarded children are not offensive in appearance and the gross and distorted impressions of what these children look like have come about because of the reluctance of the newspapers to photograph these kids. Newspapers will write the stories but use no photographs when such pictures are needed to show the public that such kids are as lovable as any other kids.

"Because of the 'secrecy' policy, parents, when told in the hospital that their child is retarded have all sorts of wild and distorted ideas of what their child will grow up to be. I know this because it happened to me and in talking to other parents I found out they had the same reaction as I did."

Bruce said that the greatest sadness to him is in having met parents who upon hearing their child was a mongoloid refused to bring it home from the hospital. "Had the newspapers perhaps photographed the wonderful schools or the special education classes or the workshops for retarded teenagers in their areas, maybe such parents would realize their mongoloid child would be a joy to them and that facilities for the child's education were available near home."

Roberts points out that three out of every one hundred children born are retarded in some degree and eight to ten percent of Americans have a retarded child or relative in their family. "Mental retardation is now the number one national health problem concerning children. And, in addition to the 10 percent or so directly affected in their own families, there are the problems of neighbors, teachers, ministers and others in the country who come in contact with retarded children. So editors who think that mental retardation is a minor problem and not newsworthy are sadly misinformed.

"In the United States this very day 360 retarded children will be born, many of whom will be shipped off to state institutions with no one ever to know if they had the capacity to learn and grow. I don't think we should sacrifice the nine out of ten who can be useful in society for the one out of ten who will eventually need the institutional care."

Bruce and Nancy Roberts strongly advocate that editors do stories on the evaluation facilities and guidance facilities in their communities to help parents of retarded children learn what is available. And that the newspapers RUN THE FACES so people can see these children are not deformed but look for the most part like all other kids.

"Any editor who wants to do a story can find the phone number of the local association for retarded children in about 30 seconds," Roberts contends. "He may be surprised to find the cooperation he will be met with. And maybe his newspaper's story can open some minds and some better doors for these kids' futures."

the policies handed down 30 years ago—which now probably exist only in their own minds . . .

As a working photojournalist and the parent of a retarded child, this attitude disturbs me.

Tucson case

(*Continued from page* 11)

unlawful, *per se*," said the *amici curiae*. "This cannot be true, for it would make illegal every horizontal merger or similar arrangement in which the prices of products sold were established by the merged entity, although up to now that has not been the law, particularly where a failing business is concerned."

The same would apply to labeling distribution of revenues as "profit pooling", the memorandum declared.

Realities Ignored

"The government also ignores the realities of newspaper publication," the memorandum continued. "All newspaper revenue must come from advertising and circulation departments. In the case of newspapers which are parties to an operating agreement, the revenues of a single business department support the editorial as well as the commercial activities. They must be distributed between the two publishers so that the costs of the former can be met. Such distribution of revenues does not constitute 'profit pooling' in any relevant sense."

The Arizona court stated in its judgment that had the Star acquired the Citizen outright and published both newspapers as a single owner the "failing company" doctrine would have been applicable. But the Stern document said that acceptance by the court of the government's theory that the Tucson agreement was not a merger since the papers remained separate as to news and editorial activities and hence the failing newspaper doctrine did not apply "converts a principle based on economic and legal substance into one of semantics."

"Whether operating agreements be technically regarded as mergers or not they should be sustained under the rule of reason," the *amici curiae* told the Court. 'For if they are held invalid, the public interest in competition and in the expression of divergent views will be seriously impaired. To permit a merger of all the activities but not of only a part in a way which enables the remainder to stay competitive makes no antitrust sense, and is certainly not compelled by the antitrust statutes."

The *amici curiae* urged the Court to note probable jurisdiction and hold a plenary hearing on the merits. This is a procedure often followed and which the Court must decide whether to apply to Tucson.

'Fair trial' orders issued in King case

MEMPHIS

When James Earl Ray goes on trial here November 12 on a charge that he murdered Dr. Martin Luther King Jr. last April 4, the news media will be subjected to rigid controls in respect to publicity and access to the court.

Judge W. Preston Battle has issued the following order relative to courtroom proceedings, interviewing of principals and witnesses, and photography to insure a fair trial for the defendant:

Section 1

The term "Criminal Courts Buildings" as used here-in shall mean the Criminal Courts Building, 150 Washington, and the adjoining Shelby County Building, 157 Poplar Avenue, Memphis, Tenn.

All entrance ways, corridors and approaches to courtrooms, offices and other rooms in the Criminal Courts Buildings will be kept clear at all times for free access thereto by those using them in the course of their employment or those having business to transact therein.

Section 2

No cameras, photographic, television, radio or sound equipment, including tape recorders, will be permitted in the Criminal Courts Building or upon the alleyways, parking lots, yards or grounds immediately surrounding said buildings. No photographs will be taken of the jury, nor will they be televised. No sketches will be made in the Criminal Courts Buildings.

Section 3

All persons seeking admission to the courtroom will submit voluntarily to a search of his person before being admitted.

Section 4

No one will enter the courtroom after a session has begun without permission of the Court, but must wait until the next recess. No one will leave the courtroom except at recess or adjournment except in an emergency. At noon recess and adjournment, and at any other time the jury is retiring from the second floor, or the prisoner is being removed to the jail, the spectators shall remain seated in the courtroom until the jury and prisoner have had ample time to withdraw, and said spectators have been given permission to disperse.

Section 5

The bar of the court within the rail is reserved for the defendant, counsel, members of the bar, court personnel and such witnesses as counsel may desire to be within the bar for consultation purposes. No one else will enter without permission of the Court.

Section 6

No one except attorneys of record, their agents, court personnel, witnesses and jurors may handle exhibits except by order of the Court.

Section 7

All lawyers participating in this case, their assistants, office associates, staff members, investigators and employes under their supervision and control are forbidden to take part in interviews for publicity and from making extrajudicial statements about this case from this date until such time as a verdict is returned in this case in open court.

Section 8

The county medical examiner, jury commissioners, Criminal Court clerk, county sheriff, police officials and other law enforcement officers, employes of this court, all other persons employed in the "Criminal Courts Buildings," their associates, deputies, assistants, staff members and personnel under their supervision and control are forbidden to participate in interviews for publicity and from making extrajudicial statements about this case from this date and until such time as a verdict in this case is returned in open court.

Section 9

All witnesses, persons subpoenaed to grand jury or court, jurors, and those persons summoned but excused from serving as jurors, are forbidden to participate in interviews for publicity and from making extrajudicial statements about this case from this date and until such time as a verdict in this case is returned in open court.

Section 10

Nothing in this order shall prohibit any witness from discussing any matter in connection with the case with any of the attorneys representing the defendants or the state, or any representative of such attorneys.

THE GOVERNOR APPLAUDS—Alabama State Treasurer Agnes Baggett presents a public service award to Fred Buchheit, publisher of the Scottsboro Sentinel-Age, for his work in improving teaching facilities for mentally retarded children. At left, Governor Albert Brewer approves.

•

Newsprint cut

VANCOUVER, B.C.

Production of newsprint has been cut by 18% at the MacMillan, Bloedel Ltd, mills in British Columbia. This amounts to daily capacity of 550 tons on two machines. Overproduction in the industry may also bring a curtailment at the Crown Zellerbach mill in B.C.

•

Wins garden award

The American Association of Nurserymen's Garden Writer's award has gone to Art Kozelka, garden editor of the *Chicago Tribune*.

3-way job boost led by paper

NEWBURGH, N. Y.

The goal was more jobs for veterans, unemployed persons, students and teen-agers in this Hudson Valley city.

The Evening News, a 34,000-circulation p.m. daily, met the challenge with three employment boosters. Two of the projects were initiated by the newspaper, a member of the Gannett Group. The third was a joint venture with civic organizations.

Attracting the most attention and plaudits was the free Job Placement Service, which the Evening News sponsored during June. It was directed by General Manager Robert D. Wilkinson and carried out by John Prizzia, advertising director, and his staff.

The Evening News offered recently discharged veterans, high school and college students and unemployed persons free classified advertisements to solicit full or part-time work. Ads were limited to 21 words and were run seven times without charge.

So popular was the Job Placement Service that the newspaper ran at least one column of advertisements daily during the month-long project.

Most of the response came from veterans and young people, with a few retirees also seeking jobs.

In May, the Evening News cooperated with the Greater Newburgh Ministerial Associated to "Create-a-Job." This was a summer program for young people.

This job effort was launched by a group of ministers, priests and rabbis in Newburgh, accompanied by Evening News publicity. The newspaper also printed "Create-a-Job" coupons which could be filled out by employers who wanted to offer jobs to young people.

"Create-a-Job" was aimed at helping fill the need for summer jobs for teenagers and collegians. The effort was also backed by local PTAs and the Newburgh Manpower Panel.

Several industries, notably New York Telephone Co., offered extra summer jobs. The telephone company hired some collegians under a temporary program in which they received money needed to help continue their education.

The Evening News also continued an annual summer program of assisting young people by publishing free want ads the week of May 13. A full page of listings was published during the week.

Jobless figures provided by the State Employment service indicate a sharp drop in those applying for unemployment checks.

2 papers cited for church news

ATLANTA

The *Miami Herald* and the *Southwest Virginia Enterprise* at Wytheville have been named winners of the R. S. Reynolds Award for excellence in religious news coverage.

The award is given in the daily and nondaily fields each year in honor of R. S. Reynolds, Knoxville, Presbyterian lay leader.

Each religion writer or editor will receive $100 and a trophy. Certificates of merit will be presented to the newspaper.

Competition was open to newspapers in 16 southern and southwestern states in which the work of the Presbyterian Church in the U.S. is centered.

•

Ends 50-year career

CHATHAM, Ont.

Keith Stewart has retired as publisher of the *Chatham News* after nearly 50 years of employment. He joined the paper in 1919 after service in the Canadian Army. His successor is J. M. (Jack) Bowers, general manager.

classified section

Benefit from our Vast Newspaper Audience

ANNOUNCEMENTS

Appraisers—Consultants

APPRAISALS FOR ESTATE TAX, partnership, loan and insurance purposes. Sensible fees. Brochure M. R. Krehbiel, Box 88, Norton, Kans. 67654.

SALES—PURCHASES—FINANCING
Publishers Service, 334 Jefferson Bldg., Greensboro, N C. 27401 Ph: 274-3670.

Business Opportunities

DYNAMIC 'teen magazine writer entering publishing field with 'teen newspaper, critical book on pop music, and language arts, seeks partner with working capital. No plant or equipment. Unlimited potential. Box 1282, Editor & Publiher.

Newspaper Brokers

NEWSPAPER SERVICE COMPANY, inc., provides experienced guidance in purchasing and setting up for successful publishing. Newspaper Service Co., Inc., 215 Curtis St., Jennings, La. 70546. Ph: 1-318-824-0475.

SYD S. GOULD ASSOCIATES
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The DIAL Agency, 1503 Nazareth, Kalamazoo, Mich. 49001. Ph: 349-7422. "America's No. 1 Newspaper Broker."

NEGOTIATORS for transfer of newspaper properties—sale or purchase. Dixie Newspapers, P.O. Box 490, Gadsden, Ala. 35902. Ph: (AC 205) 546-3357.

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Conducts professional, confidential negotiations for sale and purchase of highest quality daily and weekly newspapers in the country. Before you consider sale or purchase of a property, you should call (AC 813) 446-0871 daytime, (AC 813) 733-1100 nights, or write Box 3364, Clearwater Beach, Florida 33515. No obligation, of course.

ANNOUNCEMENTS

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Daily papers—Nation-wide service
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AVAILABLE
We have dailies and weeklies throughout the nation. $50,000 gross up. Write fully and tell us your needs.
J. N. WELLS & COMPANY
543 W. Roosevelt, Wheaton, Ill. 60187

UPSTATE N.Y. WEEKLY, in agricultural area, but near cities; gross $50,000, will sacrifice for quick sale. Contact Howard W. Palmer, R.K.T. Larson & Associates, 844 Sumner Ave., Syracuse, N. Y. 13210.

WEEKLY NEWSPAPER AVAILABLE IN WESTERN CANADA
We are offering one of western Canada's outstanding weekly newspapers for a limited time only. Gross sales are above $250,000; cash flow to owner above $60,000. $100,000 cash must be available for down payment. Confidential prospectus provided on proper identification.
MARION R. KREHBIEL
Bailey-Krehbiel Newspaper Serv.
Box 88 Norton, Kansas, 67654

CONTROLLING INTEREST available to right party who knows how to continue the present successful course of a large weekly (over 130,000 circ.) in rich market area. Now operating in the black, the future is fabulous for knowledgeable person or team. $100,000 cash necessary and proper qualifications. Write Box 1174, Editor & Publisher.

PRIZE-WINNING WEEKLY, in wealthy expanding county, about two hours from New York, near 10,000 ABC circulation; six-figure gross; seeks to sell. Will sell building. Contact Howard W. Palmer, R.K.T. Larson & Associates, 844 Sumner Ave., Syracuse, N. Y. 13210.

ANNOUNCEMENTS

Newspapers for Sale

CALIFORNIA EXCLUSIVE WEEKLY, complete offset plant, grossing $100,000; $20,000 down. Located in an exceptionally attractive area. You'll enjoy the real California living. Don't be too late for this attractive newspaper. J. A. Snyder, Newspaper Bkr., 2234 E. Romneya Dr., Anaheim, Calif. 92806.

TWO OFFSET WEEKLIES, in same county, within hour's drive of St. Louis, combined circulation 3,400. One paper well established, other just a few months old. Papers now grossing over $50,000; potential is $150,000! A REAL BARGAIN! Letterpress job shop included! $10,000 CASH down payment can swing deal. Write TODAY. Box 1186, Editor & Publisher.

OFFSET IOWA COUNTY-SEAT exclusive prize winner grossing $50,000. Price $45,000, terms. Robert N. Bolitho, Bailey-Krehbiel, Box 133, Emporia, Ks. 66801

SOUTH LOUISIANA WEEKLY over 70-years-old in fast-growing market of 15,000. New Web offset plant. Grossing over $200,000. Price $225,000. Terms available. Box 1246, Editor & Publisher.

KANSAS COUNTY-SEAT exclusive weekly in both town and county. Price $28,000 including building, $7,500 down. Robert N. Bolitho, Bailey-Krehbiel, Box 133, Emporia, Ks. 66801.

DUE TO OTHER INTERESTS, will sell 4,000 circulation ABC weekly. Good Midwest area. Ideal for husband/wife combination. Box 1274, Editor & Publisher.

ILLNESS forces immediate sale of Utah Mamma and Poppa weekly. Was asking $18,000—will someone make offer. For information: Sellers & Hogue, Newspaper Bkrs., 1415 E. University Dr., Mesa, Ariz., 85201. (AC 602) 964-2952.

$3,500 DOWN will buy exclusive weeklies in Texas, Kansas, North and South Dakota, Nebraska and Missouri. You will need another $1,000 for operating. Robert N. Bolitho, Bailey-Krehbiel, Box 133, Emporia, Ks. 66801.

Newspapers Wanted

HAVE YOUR CAKE AND EAT IT, too. Sell your newspaper at audited net worth and good will and remain in charge, if you like. Interested? Write Box 1235, Editor & Publisher.

INTERESTED IN OBTAINING weekly or semi-weekly in Wyoming. Send full details. R. E. Berge, P.O. Box 335, Laramie, Wyo. 82070.

NEWSPAPER SERVICES

Features Available

OFFSET WEEKLIES—Request samples and prices of cartoon panels drawn by distinguished artists. Our 21st year. No obligation. Write Cartoons-of-the-Month, Roslyn, New York 11576.

"FANTASTIC FORECASTS," says Newsweek. Rio Zaro: Wizard of Odds, forecasts 52 major football games weekly. Now in 78 dailies. Starts Sept. 9. Free details. Americana, 1991, Prescott, Ariz. 86301.

ONE OF PRO FOOTBALL'S ALL-TIME GREATS
relives 20 of the sport's unforgettable games. A weekly series starting Sept. 15. Low rates. Write for samples. Box 190, Beren, Ohio 44017.

SYNDICATES NOTE: Stamp and Coin features that sparkle. J. Weiss, 17722 Euclid Ave., Cleveland, Ohio 44112.

Machinery & Supplies

BUY OR SELL EQUIPMENT THROUGH E&P'S REGULAR WEEKLY LISTINGS

NEWSPAPER SERVICES

Features Available

"TREND OF MIND"—Weekly column —Informative, psychological, helpful. Samples. Henry B. Steffes, 718 Irving Park, Chicago, Ill., 60613.

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TWO ELEKTRONS AVAILABLE immediately, one three years old, one ten months. Loaded with all the extras including Thermex Disk and Water Recirculator on newest machine. Reason for selling: cold type. One model 31 linotype with six mold disk and four magazines. One model 14 with three main magazines and three 34 channel auxiliary magazines. Some mats. 14 x 20 Royal Zenith less than three years old. Fairchild Scan-A-Graver used less than one year $600.00. Contact Orville Campbell, Chapel Hill Weekly, Chapel Hill, N.C. 27514. Phone 919-967-7045.

OPPORTUNITY—Intertype G-4 Mixer, 2-72 and 2-90 Channel Magazines. Star Quadder. Mohr Saw. V-Belt Drive. Margach Feeder. Includes 3 fonts of mats. Serial No. in 2100. Make us an offer: must move immediately. R. J. Prescott, Production Supt., Daily Eagle, Claremont, N.H. (603) 542-5121.

ALL MODELS
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PRINTCRAFT REPRESENTATIVES
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ELEKTRON, S#70483, electric pot, feeder, blower, hydra quadder, 4 magazines, V-drive motor, from private plant (like new).
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204 Elizabeth St., N. Y., N. Y. 10012
(AC 212) WAlker 5-0100

4—Model 31 Linotypes for TTS with Adapter Keyboards—Operating Units—Electric Pots—AC Motors. Nos. 61284-61286-61293-61294
BEN SHULMAN ASSOCIATES
60 E. 42nd St., N.Y. 17, N.Y. OX 7-4590

ELEKTRON, S# 71399: 4 magazine model, 4-pocket mold disc., alternating cast. Fairchild TTS unit; Shaffstall mat detector system. Going offset. Contact Tri-Cities Newspapers, Inc., Florence, Ala. 35630. Ph: 205-766-3434.

CARLSON ROUTER TOOL. Practically new—$375. Bryant Williams, Post-Intelligencer, Paris, Tenn. 38242.

FOR SALE: Justowriters, Recorder and Reproducer; 8-pt Humbolt. Two years old. Friden service contract. Take over payments of $147.93. Aspen Times, Box E, Aspen, Colo. 81611.

WEEKLY PAPER GOING OFFSET wishes to sell fully automated composing room. Great Neck, New York, with or without accounts. Six Linotypes, including four TTS Linotypes in excellent condition; Compugraphic Computer; 3 Perforators, Ludlow, Repro Proof Press—other equipment suitable for daily, weekly or job work. Priced well below actual cost. Terms available. (AC 212) 895-7221 or Box 1133, Editor & Publisher.

NEW FRIDEN J U Justowriters, Recorder 76475, Reproducer 76424. Electric Winder, Rewinder, Stands. Make offer. The New People, P.O. Box 1037, Kansas City, Mo. 64141. Phone 816-531-1475.

INTERTYPE — $750.00 — crated and ready for shipping. Was in use when dismantled for crating. Kirms Ptg. Co., Avon, N.J. 07717. (201) 774-8000.

BARGAIN SALE: 6 fonts 8-pt. Ideal with Bold #1659. Full TTS layout in brand-new condition. $100 each. Box 1173, Editor & Publisher.

Composing Room

FOR SALE: Justowriters — 3 Recorders—$1,995.00 each; 4 Reproducers —$950.00 each; 2—8 point Galvin, 1—9 point Galvin, 1—8 point Bell Gothic —all in good condition, with tables and winders. Ph: (AC 206) UL 2-3434, or write Earl Parsons, Valley Pub. Co., P.O. Box 130, Kent, Wash. 98031.

HEADLINER, Model 880-27 type discs. Excellent condition—$1,200. Kirms Ptg. Co., Avon, N.J. 07717. (201) 774-8000.

FOR SALE: Linofilm photo unit and two keyboards, 20 fonts type suitable for newspaper or job work, font storage cabinet, all under maintenance and in excellent condition, 5 years old, $49,000. IBM Keyboard with Autotypist Perforator, desk and auxiliary console, TTS codes, brand new, perfect as input to computer or Photon 713-20, $1900. Selection of Photon 713 type strips, $225 each. Justowriter recorders and 8 pt. Galvin reproducers, all under Frieden maintenance, $1,000 each. Excellent 12 pt. Booktype Justowriter Reproducer, $950. Justowriter AA Recorder with switch for 7-level code, Serial 9507, fine shape, $2,100. Copease printer and developer, 17 x 22, $300. Model C & D IBM executive typewriters, ruling device, time clocks, etc. for cold type shop, prices on request. Write to Northwest Photo Type, 8020 108th Avenue S.E., Renton, Washington 98056.

WESFL Electric Galley Proof Press heavy duty, 19 x 15; perfect, new rollers—extra [illegible] clutch and many parts. $800. C [illegible], 441 W. 11 St., Indianapolis, Ind. 46202.

Engraving Equipment

FAIRCHILD Cadet Scan-A-Graver. Best offer gets it quick. Queens Ledger, 69-34 Grand Ave., Maspeth, N.Y. 11378.

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NOW STATIC-FREE perf tapes at our same prices—lowest in USA. All colors —Top Quality.
Call or Write:
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HURLETRON INSETROL

2 Complete Units—AC equipped—practically new—removed from the New York Herald Tribune.
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FOR SALE: GOSS SUBURBAN, three units, ½ and ¼ folder. Miscellaneous additional equipment. 1960. Excellent condition. Available immediately, units and folder skidded for shipment, other parts crated. Ready to load—$44,500. Contact Michael Mead, Central Pub. Co., P.O. Box 188, Warren, Pa. 16365. Ph. (814) 723-8200.

SCOTT PRESSES — Manufactured 1947-1948

36 Units—8 Folders
22¾" cut-off

Now set up in lines of 12-12-6-6. Will divide to suit your requirements.

This equipment in excellent condition and complete with Heavy-Duty 3 to 2 Folders; with C-H Conveyors; Balloon Formers; AC Unit Drives; Reels and Pasters; Trackage and Turntables; Capco Color Fountains with Rails on each unit—and all accessories.

Available are Color Cylinders and Single or Double Reverses.

Priced most attractively

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4 Unit Hantscho

22¾" x 36" web offset press for two webs (7 yrs. old) with:
12' Giffen multi-stage dryer for two webs
Combination folder with ribbon bypass feature
2—Manual unwind stands
1—Hantscho chill roll assembly, composed of two approx. 15" chilling rolls per web
Motorized circumferential reguster controls
Manual lateral register controls
8—Hantscho washup devices
8—Baldwin ink agitators
2—W.P.E. cutoff controls for folder
2—W.P.E. half-unit cutoff controls for sheeter with remote controls
7—W.P.E. web break detectors
1—Stobb stacker
1—Hantscho sheeter for two webs
75 HP drive

6 Unit Vanguard
Two years old with
Jaw folder

3 Unit Color King
with:
Jaw folder
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2 Unit Vanguard
Offset Press
complete with Motor and controls; newspaper folding device for ¼ and ½ fold; sheeting attachment

Twin Unitubulars
4 units, each line. Double color right line, single color left line.
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2—60 H.P. drives
Complete stereo

Two 1961 Goss
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One reverse-heavy duty folder
80-page capacity for ½ and ¼ fold—four position roll stand with automatic tensions — rewinder — conveyor — Goss plate perfector with vacuum control. Goss 45W mat roller and all stereo hand chases tantamount to complete operation.

High Speed Goss
built in 1939—16/32 capacity
2 Units
Double Folder
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Premier back shaver—perfect condition
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AVAILABLE IMMEDIATELY
Mergenthaler Linofilm Ad machine
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Four units—one color cyl—tensionplate lockup—heavy duty 3/2 folder—AC unit type drive—reels and fully automatic pasters—rated 70,000 hour. Available in one year at considerable savings. Stereo to match.
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16 PAGE 1949 GOSS UNITUBE #741 and stereo equipment. Good care, minimum use running 8,000 daily. Plain Dealer, Wabash, Indiana 46992.

Presses & Machinery

MODEL E DUPLEX, perfect condition, all accessories. Bryant Williams, Post-Intelligencer, Paris, Tenn. 38242.

Stereotype Equipment

1 HOE Monarch Mat Roller
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STEREOTYPE

3—STA-HI Master Formers—22¾"
3—10 Ton Electric Stereo Pots
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MODEL F-4 with power shift, 220-volt, 3-phase pot. No matrices. With or without magazines. Write full details and price f.o.b. your floor. Bill Andreacci, Star Parts Co., South Hackensack, N. J. 07606.

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2 UNIT 11x17 Green Hornet Web Offset Job Press. William Recht Co., 30 Vesey St., New York, N.Y. 10007. (212) 267-8395.

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INSTRUCTOR to teach two reporting classes, handle sports information. Frank W. Buckley, Southwest Texas State College, San Marcos, Texas 78666.

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ADMINISTRATIVE ASSISTANT—We are seeking an innovator. Experience desirable but not necessary. Prefer MBA or similar graduate experience. Background in quantitative techniques, forecasting and systems design. Zone 5. M.E.S., member of nation-wide newspaper group. If you are interested in newspaper management spanning a wide range of human and technical problems, please send resumé to Box 1190, Editor & Publisher.

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For daily and Sunday newspaper in Midwest city of 50 000. Also sell ad space and commercial printing. Modern plant; large 4-color offset press. Salary depends on ability; will go to $15,000.

For details contact in confidence (fee paid):

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EDP

Data Processing Manager with newspaper experience to assume full direction of and assist in set-up of data processing for large MES newspapers. IBM 360/20 on order-RPG language planned. This is an unusual opportunity for a fully qualified person. Give complete details including starting salary requirements to:

Controller
THE CHARLOTTE OBSERVER
THE CHARLOTTE NEWS
Post Office Box 2138
Charlotte, N.C. 28201

Circulation

CIRCULATION MANAGER

Young man to develop and manage a top-notch department. Must know ABC, carrier management and promotion. Good future with 5800 Illinois daily with new building—new press—and a desire to grow. Box 1172, Editor & Publisher.

EASTERN MORNING DAILY has an opening for a Home Delivery Supervisor. He must be of the calibre that can be developed to the point where he can take complete charge later on. This is an opportunity for an ambitious, adroit man who is interested in career advancement. Give complete details and record of experience, starting salary required. Box 1200, Editor & Publisher.

GROWING NORTH JERSEY DAILY needs young man on way up with 3 to 5 years' circulation experience. Advancement determined solely by his ability and desire to get ahead. Write giving full details and background to Box 1180, Editor & Publisher.

WE'RE CONVERTING TO OFFSET right now and are looking for a circulation manager who can provide sparkling circulation increases to go with our bright new format. If you are a circulation professional who would like the opportunity to prove your ability at this No. 1 spot, this could be your chance. Write giving full information to our Mr. R. E. Pifer, Sandusky Register, Sandusky, Ohio 44870.

EXCELLENT OPPORTUNITY for individual now employed as Country Supervisor. Zone 5. Have opening for Assistant Country Circulation Manager. Good opportunity for further advancement. Individual must have knowledge of Little Merchant plan, daily and Sunday motor routes, plus the ability to supervise District Managers. Send complete resumé, salary expected to Box 1224, Editor & Publisher.

CIRCULATION SUPPLY

Desk salesman for telephone contacts. Unusual opportunity in new, expanding national factory program. $175-a-week to start. Box 730, Hot Spring, Ark. 71901.

AWARD-WINNING WEEKLIES seeking two aggresive supervisors who can grow with us. Prefer young men with initiative and enterprise. Must know carrier boy operation. Good salary, bonus incentives and car allowance. Zone 2. Write Box 1258, Editor & Publisher.

TELEPHONE SALES

Experienced telephone sales supervisor to operate 24-phone room. No premiums; straight sell. Salaried part-time personnel East Coast location. Send resume and salary and/or commission arrangement expected. Box 1283, Editor & Publisher.

CIRCULATION MANAGER for daily and three suburban weekly newspapers—total 20,000 circulation. Needs aggressive, energetic and sales-minded man. Excellent opportunity to prove yourself good enough for the top spot and make record to lead to bigger things. Salary range: $8-$10,000. Prefer man from larger operation who wants a management chance. Write or 'phone L. W. Stauffer, Niles Suburban Newspapers, Nines, Ohio 44446.

Classified Advertising

TOP-FLIGHT CM wanted by aggressive 30,000 combined daily. Must be able to direct an energetic staff and be able to produce plus lineage on your own. Excellent salary, bonus and other fringes. Give complete resumé in first letter. Write John E. Fry, Advertising Dir., Times News, Kingsport, Tenn. 37662.

CLASSIFIED MANAGER

The Daily Sentinel in Grand Junction, Colo., needs aggressive CM who is well-schooled in fundamentals of classified sales and organization. 23M daily and Sunday in heart of big-game hunting, fishing, skiing. Wonderful town in which to work, play, and raise a family. Send complete resumé to Robert H. Powell, Advertising Dir., 634 Main St., Grand Junction, Colo., 81501.

TOP-FLIGHT CM WANTED for 27,000 evening daily. Must direct entire staff and be able to sell. Prosperous Pennsylvania Dutch area. Excellent opportunity in an ideal place to raise a family. Give complete resumé to Advertising Dir., Lebanon Daily News, Lebanon, Pa. 17042.

Display Advertising

DISPLAY AD SALESMAN (or woman) for unopposed growing offset daily. Will train interested person. Base salary plus commission, health insurance, vacations, and advantage of living in Alaska where there are healthy outdoor activities and no riots. One-hour by jet from Seattle, Wash. Write Lew Williams, Ketchikan (Alaska 99901) Daily News.

MANAGERIAL OPPORTUNITY for ad man ready to move up. You would handle some key accounts, supervise staff of five on 10,000 circ. Southeastern (Chart Area 3) daily. Salary, bonus, fringes; pleasant (but interesting) place to live and really top schools. Box 1220, Editor & Publisher.

AD MAN—experienced in sales—to work closely with busy ad sales manager of top Brooklyn weekly. Right man will move up in organization. Call TF 9-2086, or write Box 1214, Editor & Publisher.

DISPLAY AD SALESMAN — Young, experienced man needed immediately by daily in Area 9. We and our market are growing so fast we must constantly expand our staff. This offers you a chance to prove yourself and thereby move ahead rapidly. Salary, commission and incentives are above average, plus company benefits including profit-sharing retirement plan. Don't hesitate replying with the thought that this job has already been filled. We will screen all applicants until we are satisfied that we have the right man. It may be you! Send full resumé to Box 1205, Editor & Publisher.

AD MANAGER for fast-growing, prize-winning, Mid-Hudson weekly. Unlimited opportunity for take-charge man. Write P. J. Dulve, The Citizen Herald, Post Office Box 192, Walden, New York 12586.

ATTENTION!

DISPLAY
CLASSIFIED
Advertising Salesmen

Morris County's Daily Record has openings for two experienced, energetic advertising salesmen. Applicants must have newspaper layout and sales background.

CALL OR WRITE:
Peter McGregor
Morris County's Daily Record
55 Park Pl., Morristown, N.J. 07960
Ph: (AC 201) 538-2000

Display Advertising

COMBINATION advertising and news. Free suburban weekly. Send resumé, layouts, clips and salary requirements to Courier, P.O. Box 1491, Jupiter, Fla. 33458.

OPPORTUNITY for young ad salesman who wants to learn fast—and move up fast. You can train under one of the best in the business and earn the chance to take over the department in a year or two. Good salary now plus a bonus and excellent fringe benefits. Growing 9,000 daily in Chart Area 3. Write Box 1225, Editor & Publisher.

Display Advertising

ADVERTISING MANAGER'S golden opportunity with large, fast-growing weekly only minutes from San Francisco. Many top accounts now, plus plenty of new potential. Must have proven sales development background and experience with shopping centers. Excellent salary and commission program. Replies confidential. Write Box 1262, Editor & Publisher.

SPACE SALESMAN?
ADVERTISING MANAGER?

Turn to page 26 in this issue and "see the stuff dreams are made of."

CLASSIFIED ADVERTISING

Order Blank

Name_____

Address_____

City_____

State_____ Zip Code_____

By_____

Classification_____

Copy_____

☐ Assign a box number and mail my replies daily

To Run: Times Till Forbidden

Mail to:

EDITOR & PUBLISHER • 850 Third Avenue • New York, New York 10022

HELP WANTED

Display Advertising

RETAIL AD SALESMAN wanted by one of the finest daily offset newspapers in the U.S. Beautiful new building, excellent working conditions. Salary commensurate with ability; bonus plan. Must be superior in sales and layout ability. Send sample layouts, complete resumé first letter to Advertising Director, Fairbanks Daily News-Miner, P.O. Box 810, Fairbanks, Alaska, 99701, via air-mail.

RETIRED? Work in Florida part-time. Write: Tampa Shopper, 1304 S. Dale Mabry, Tampa, Fla., 33609.

STYMIED IN PRESENT JOB? Want a position with growth potential? Expanding group (6 weeklies) seeking two display salesmen, one classified salesman. Salary and commission. Send resume and full particulars first letter to A. A. Allegretti, DeKalb County Press, 116 Somonauk St., Sycamore, Illinois 60178.

DISPLAY AD SALESMAN wanted by Aug. 26. Excellent opportunity for experienced person strong on sales, layout and creativity. Prize-winning six-day 16M offset daily in progressive community. Excellent salary; incentive bonus; insurance, vacation and retirement program; relocation allowance. Send complete resumé, references to Gene Dunifon, Advertising Dir., News-Messenger, Fremont, Ohio 43420. All replies held in strict confidence.

Editorial

POLICE-CITY HALL REPORTER for good 10,000 p.m. daily. Experience desired but not essential. Modern plant—good fringes—competitive pay. Write Jack Howey, Peru Tribune, P.O. Box 87, Peru, Ind., 46970, or call collect 317-473-6641.

EXPERIENCED REPORTERS needed for 28,000 circulation daily in 50,000 population, two-college Ohio River city. Moving to modern, new offset plant soon—want new blood, fresh ideas for publication to match plant. Salary open, commensurate with experience and ability. Send complete information to Ron Johnson, Managing Editor, The Messenger & Inquirer, Owensboro, Ky. 42301.

FREE PLACEMENT SERVICE

Daily Newspapers

Send us your resumé, we will duplicate and refer it on current job openings. Full range of editorial, advertising, circulation and back shop jobs usually available.
New England Daily Newspaper Assn
340 Main St., Rm. 527
Worcester, Mass. 01608

IMMEDIATE OPENINGS for reporters, copy readers. Zone 2 afternoon and morning newspapers. Good salary, pension, liberal fringe benefits and chance for advancement. Send resumé and salary requirements to Box 1195, Editor & Publisher.

EXPERIENCED REPORTER

Opening on a 41,000 midwest daily. General assignment and regular beat provides challenge and variety.

Minimum: 1-year reporting experience needed. Should have degree. Top salary of $10,000 per year for the right person.

Box 1201,
Editor & Publisher

MANAGING EDITOR—Excellent opportunity for a man who'd like to help make this strong, high quality twice-weekly in Zone 3 do an even better job and grow further with this attractive, vigorous community—a real challenge to a man who knows news—takes pride in his product—and is willing to accept responsibility. Box 1175, Editor & Publisher.

HELP WANTED

Editorial

REPORTER, black or white. Good salary; 7½ hour day, 5 days-a-week. Hospitalization and surgical for employee and dependents; other attractive benefits. Write Fred J. Becker, Editor, The Evening Independent, Massillon, Ohio 44646. An equal opportunity employer.

HELP!

Active community—interesting job—progressive paper. Need experienced man for news responsibility of county-seat, offset weekly. Good schools; clean air; comfortable living; near all sorts of recreation. Central southern Indiana. Brownstown Banner, Box 701, Brownstown, Ind. 47220.

SPORTS EDITOR-PHOTOGRAPHER, who knows or willing to learn darkroom. Big county with several high schools, college, plus handle sports wire. 5-day afternoon daily. Take your pictures, write a column. Move up in organization if you wish. Progressive paper and city, on the move. Need good man by early fall. Publisher, The Riverton Ranger, Box 993, Riverton, Wyo. 82501.

Assistant
CITY EDITOR

Editor, just returned from Nieman Fellowship, seeks young assistant city editor with intellectual curiosity, broad liberal arts background. Desk and government reporting experience preferred but not required. Future assured. Inventiveness encouraged on outstanding 24,000 Zone 4 daily. Send resumé, salary requirements to Box 1198, Editor & Publisher.

EDITOR for county-seat daily. Challenging and responsible position for newsman who enjoys a small community. Pleasant rural living in California's Central Coast Counties area. Modern offset plant. Five-day publication. Send resumé and references. Evening Free Lance, Hollister, Calif., 95023.

TURNED OUT TO PASTURE BEFORE YOUR TIME?

Maybe a Florida climate and a paper which appreciates your ability regardless of age, could solve a dilemma for both of us. Investigative reporter with the "good years" ahead is our need. We can also use a "news hound" who would like a crack at learning the trade in all its aspects. We're growing. Come and grow with us. Box 1194, Editor & Publisher.

COPY EDITOR

Experienced newsman to swing onto wire desk on exacting newspaper. New plant in beautiful, medium-sized city. Start at $135 weekly. Chart Area 4. Box 1184, Editor & Publisher.

NEWS EDITOR

for Decatur (Illinois) Herald—36,000 a.m. daily. Supervise desk staff, ability to handle editing, direct copy flow and coordinate news presentation is necessary.

Editing experience necessary. Prefer a person with degree and supervisory duties in present job.

One of six dailies in an expanding group. Send resumé and salary requirements to James E. Spangler, Lindsay-Schaub Newspapers, Inc., Box 789, Decatur, Illinois 62525.

EDITORIAL PAGE ASSISTANT

Man Friday to editorial page editor. Eastern capital city p.m. of 57,000 needs bright young-man-type to be good right arm to liberal-minded outspoken editor. Duties include editorial page makeup, editing and writing heads for columns, riding herd on "Letters to the Editor," and following page through to clean publication. Meanwhile, he will be introduced to the craft of editorial writing and will be given an opportunity to write a small number of editorials each week. Salary: up to $150 to start depending on experience. Send complete resumé to Box 1234, Editor & Publisher.

HELP WANTED

Editorial

COMBINATION news and advertising. Free suburban weekly. Send resumé, layouts, clips and salary requirements to Courier, P.O. Box 1491, Jupiter, Fla. 33458.

HOLD ON, MAN — WE ONLY WANT THE BEST

Midwest offset daily seeks two livewire reporters: one for a bureau in a nearby community of 5,000 and one for general assignment in a gateway city which is on the move. We're a 10,000 circulation paper in a competitive situation which provides spice and sparkle and the opportunity to show your stuff. What we need are a pair of diggers with a flair for words and loaded with ideas. Our staff is young and aggressive. We pay well for top talent. Send resumé, references and replaceable clips to Box 1239, Editor & Publisher.

NEWS EDITOR for tradition-breaking daily, long established in the community, coming out this fall with new format. Newsroom staff of eight; new offset press and cold-type equipment. Located in growing university city; excellent opportunity. Write Stewart Haas, Editor, Cedar Falls Daily Record, Cedar Falls, Iowa 50613.

EDITOR to take over young, already well-established insurance paper, develop additional publications. Home office of leading insurance publishing house, middlewest. Box 1210, Editor & Publisher.

JOIN THE NEW WAVE

The nation's 6th largest ABC weekly group needs an experienced reporter-photographer as editor of its largest single paper.

You'll write major and minor stories and shoot photos with new 35 mm Nikon equipment. Most importantly, you'll have the opportunity to enterprise stories of significance to the community as well as make decisions that affect the city.

The new wave in journalism can be found with urban-suburban newspapers. The Sun Newspapers of Omaha lead the way. Contact Stanford Lipsey, Publisher, 4808 S. 25th, Omaha, Nebr. 68107. Phone 402-733-7300.

SPORTS MAN . . . strong in layout, supervision, for progressive, fast-growing Southern California newspaper. Send resumé to Box 1218 Editor & Publisher.

SLEEPY, OWEGO, NEW YORK . . . is awakening to the knocks of strangers, bringing with them new industry and growth—and the sophisticated problems of suburbia. We need a self-starting reporter to operate our bureau there and tell our readers of the dilemmas of this community in an era of transition. Photo experience helpful, not essential. Send salary requirements, resumé to Larry Hale, Assistant Managing Editor, The Evening Press, Binghamton, N.Y. 13902.

EDITORIAL ASSISTANT — Excellent reading knowledge at least two languages—preferably German and French or Spanish—to work with foreign language editor, college textbook publisher N.Y.C. Salary open. Send resumé Box 1229, Editor & Publisher.

DESK MAN

Can you edit copy, contribute story ideas with substance (no tricks or gimmicks), generate enthusiasm and pride, follow through with reporters and photographers to get your ideas into print? Are you a young man on a small newspaper itching to test your ability on these points? Invest a 6c stamp in your future today. Write us telling of your education and experience, your career goals, your salary requirements. We're small enough to give you important responsibilities now and large enough to offer a satisfying newspaper career. Send resumé to Box 1240 Editor & Publisher.

GENERAL REPORTER to cover all beats on midwestern daily; 2-5 years' experience preferred. Ideal community with cultural, educational, economical, and recreational advantages. Home of Big Ten University. Box 1211, Editor & Publisher.

HELP WANTED

Editorial

IF YOU'RE EDITING COPY on a small or medium-sized daily and are ready to move to a metro, try us. We are one of the biggest, best and fastest-moving papers in the country, and we're looking for copy editors who can move up with us. Zone 5. We Are An Equal Opportunity Employer. Box 1228, Editor & Publisher.

COMBINATION REPORTER-EDITOR, city of 20,000. Excellent spot for growing newsman . . . a real opportunity to exercise initiative. Starting salary about $7,000 with annual upgrading. Write Box 1230, Editor & Publisher.

THREE REPORTERS, two to five years' experience. Expanding afternoon daily in a university community in Piedmont, Va., needs an assistant sports editor, a city hall reporter and a police beat reporter. Excellent opportunities and benefits. Write Ben Kent, Managing Editor, The Daily Progress, Charlottesville, Va. 22902.

WOMEN'S EDITOR: South Dakota's finest daily. Community of 60,000. Experience necessary. Full charge of planning, supervising, with chance for initiative. Beautiful country. Send resumé to Editor, Rapid City Journal, Box 471, Rapid City, S.D. 57701.

REPORTER wanted for top spot on Texas daily. Prefer college graduate with two to three years experience. Contact Wayne Bell, Managing Editor, Texarkana Newspapers, Texarkana, Tex. 75501.

BUREAU REPORTER for statewide daily, Zone 1. Mature male-female J-grad or one with some experience, for small-city beat and daily photo assignments. Excellent opportunity for right individual. Write Box 1215, Editor & Publisher.

HOME ECONOMIST — National food trade association has opening in its Chicago office for graduate home economist with communications experience. Send resumé to Box 1222, Editor & Publisher.

REPORTERS AND DESKMAN

Openings with a future on quality Eastern capital city p.m. in 60,000 circulation class. We're looking for young-eager, talented reporters for suburban and general assignment beats, and a deskman with the potential for growth. Unusual opportunities, but don't reply unless you're definitely interested. We're not interested in chronic job jumpers or fishing expeditions. All benefits. Send complete resumé to Box 1238, Editor & Publisher.

SPORTS WRITER to cover scholastic beat on New York State's capital city p.m. Job affords wide range of feature coverage, plus opportunity to write column. Excellent opportunity for a young man who wants to join experienced, congenial 5-man staff and settle down in growing, dynamic community. Send complete resumé to Ralph Martin, Executive Sports Editor, The Knickerbocker News, Albany, N.Y. 12201.

LIVELY GUY OR GAL to cover No. 1 beat for Northern New England 9,000 p.m., near Dartmouth, skiing; Boston 2½ hours; 40-hour week, full benefits. Salary based on experience. Reply Box 1269, Editor & Publisher.

MANAGING EDITOR

WE ARE: A well-established, respected trade newspaper serving the nation's poultry industry; 17,000 circulation covering 40 states and 16 foreign countries; the poultry industry's conservative voice with a record of in-depth reporting of today's important issues; offset, tabloid format that now enjoys the poultry industry's position of the No. 1 News Weekly.

WE OFFER: Full editorial responsibility, with salary to match; small amount of travel for news covering in the Southeastern area; complete fringe benefit program; modern office and plant facilities.

Contact John F. Yarbrough, Editor and Publisher, SOUTHEASTERN POULTRY TIMES, 308 Spring Street, S.W., P.O. Box 1338, Gainesville, Georgia 30501.

HELP WANTED
Editorial

WRITER-PHOTOGRAPHER

Air West, the country's newest regional airline, needs young journalist to assist in news bureau operation, writing of promotional materials, and publication of employee newspaper. This writer also will be responsible for in-house news photography.

Qualifications include 2 or 3 years' of newspaper general assignment work with collateral photo experience; some college desirable. Salary: $8,400 to start.

Send resumé and examples of stories and photo work to Employment Manager, Air West, San Francisco International Airport, San Francisco, California 94128.

REWRITE MAN-REPORTER needed for a large Eastern metropolitan daily. Must be experienced, fast and clever writer who can give a story a personal touch. Hours: midnight to 8 a.m. Top salary. Send resumé to Box 1275, Editor & Publisher.

SPECIAL REPORTING & WRITING This job will test your ability to do serious reporting. One week you will be interviewing educators, scientists, men in government; the next you will be producing a series on community problems and its solutions. You'll tackle complex situations and simplify them for an above-average audience. This is a 35,000 a.m. daily in the East in an organization large enough to insure continuing advancement to employees with ability. We would like to see samples of your work and hear your ideas on the type of writing you can do to make a newspaper better. Write Box 1287, Editor & Publisher.

SPORTS WRITER
Experienced sports writer needed for growing p.m. daily. Send clips, resumé and salary desired to The Editor, Morris County's Daily Record, Morristown, N.J. 07960.

HELP WANTED
Editorial

EDITOR-WRITER

For large upstate New York company's international division. Responsible for complete production of company magazine. Recent college grad, degree Journalism, draft free, with some newspaper or related experience. Knowledge editing, layout, production. Starting salary to $8,000, with excellent opportunity for advancement.

Please send resume to:

Box 1289
Editor & Publisher

An equal opportunity employer

MIDWEST-ORIENTED REPORTERS for beats, general assignments on 15,000 p.m., Sunday, in lively, fast-growing educational community of 50,000 with Big-8 university, two women's colleges. Minimum: 2 years' experience. Box 1285, Editor & Publisher.

WOMEN'S DEPARTMENT of prize-winning newspaper seeks creative desk person for layouts and make-up, plus writing if desired. If you've had some experience but crave chance for greater freedom and opportunity to experiment with new ideas, write Box 1265, Editor & Publisher. Zone 4.

YEARS CREEPING UP ON YOU with no pension in sight? Nation's most widely-read morning paper, published in cities of 20,000, needs experienced man handle desk—writing heads—laying out paper. Pension provides half pay for life after retiring. Call or write Harry Rutherford, Tupelo (Miss.) Daily Journal. Needed by Sept. 1. New offset plant.

EXPERIENCED DESKMAN needed for 50,000 suburban Pa. p.m. daily. Starting salary: $176.45 for a 37½ hour week. Chance for advancement. Send resumé to Box 1250, Editor & Publisher.

HELP WANTED
Editorial

WE KEEP GROWING
That's why "we" need two top-notch copy editors and an experienced reporter. "We" is what many consider among the best and brightest dailies in the 50 to 60 thousand class: "we" are in a competitive area of New Jersey and need people who can help us meet the competition more than half way. Box 1162, Editor & Publisher.

SPORTS-ORIENTED WRITER: If you have had some sports writing experience and would like to develop into a strong assistant in our lively sports department, we'd like to talk to you. You would help write columns, do make-up, cover local sporting events and learn the entire sports page. Area 1 or 2 applicants preferred. Write R. F. Conway, M. E., Herald, New Britain, Conn. 06050.

GOOD, SOLID NEWS WRITER CHANCE TO STEP UP for a writer with two to five years newspaper experience (small-town background would be fine) who would like to fill a news writing spot with a large Ohio company. This is a press relations job covering a wide area of Ohio, requiring ability to deal with newspaper people at their own level, and accurate writing. Knowledge of photography, advertising, radio and television would be helpful. Resident of Ohio or neighboring state preferred. Company is an equal opportunity employer. Send facts about yourself, including educational background and experience, present salary and references, to Box 1255, Editor & Publisher.

WIRE EDITOR
In a rut on the beat? If you have realistic news experience, move up to valuable desk experience with Chart Area 5 evening daily, 31,000 circulation. Opportunity to participate in news decisions, picture selection, makeup, work with competent, congenial staff. Excellent starting salary—outstanding extras—promotional opportunity. Tell about self to Box 1254, Editor & Publisher.

COPY EDITOR for growing, progressive 6-day paper in sunny Southern California. Experience preferred. Some opportunity for writing. Write Robert V. Liggett, Managing Editor, Imperial Valley Press, P.O. Box 251, El Centro, Calif., 92243.

GENERAL ASSIGNMENT REPORTER for 15,000 evening daily. Write: D. Grandon, The Gazette, Sterling, Ill. 61081.

HELP WANTED
Editorial

SMALL SOUTHERN KANSAS DAILY seeking newsman and combination sports editor-general assignment reporter for immediate openings. Advancement opportunities to right individuals. Send resumé to Managing Editor, Pratt Tribune, Box 909, Pratt, Kans., 67124.

COPY EDITOR
Young desk man with from two to five years' experience, needed for a morning and Sunday newspaper in 150,000 range. Advancement possibilities include copy desk slot, city desk, telegraph and makeup. Box 1270, Editor & Publisher.

EXCELLENT creative opportunity for experienced journalist as News Bureau Director for private, liberal arts college with outstanding academic and athletic program in Upper Midwest small town. Photographic experience a plus for the position. Salary and job description to be matched to experience and abilities of applicant. Box 1260, Editor & Publisher.

NEWS REPORTER-SPORTS WRITER needed on p.m. daily in Zone 8. Good, growing community. Excellent opportunity for right persons. Emphasis on local coverage. Box 1267, Editor & Publisher.

CAREER OPPORTUNITY for college graduate who wants challenging position as staff writer for "Feedstuffs," national weekly—the leading publication for animal agribusiness. Some news experience preferred. Opportunity for growth and advancement on "Feedstuffs" or any one of a number of other Miller Publications. Send resumé to John Wilkinson, Miller Publishing Co., Box 67, Minneapolis, Minn., 55540.

REPORTERS-EDITORS-DESKMEN for daily newspapers in E&P Zones 5, 7 and 8. Experienced or qualified beginners. Send complete typewritten resumé, references to Inland Daily Press Assn., 100 W. Monroe, Chicago, Ill. 60603.

CITY HALL REPORTER, with some experience; also general assignment-swing reporter. Will fill vacancies created by promotions. An opportunity to step up to a quality operation in a 55,000 city. Write Harry Mauck, Jr., The Nonpareil, Council Bluffs, Iowa 51501.

WIRE EDITOR, award-winning offset New England daily, metropolitan area. Send resumé to Box 1268, Editor & Publisher.

WRITER/EDITOR

INDUSTRIAL COMMUNICATIONS

To fill a vacancy created by the promotion of present staffer. Need all-around Writer/Editor/general communications man for projects and general assignments offering wide variety of opportunity and experience. Individual selected will join highly professional staff in a growing department at centralized Corporate Headquarters in Winston-Salem, North Carolina, the state's second largest city.

Candidate should have a Journalism Degree or background and 2 or 3 years experience in industrial communications writing, editing and other basic communications skills. Familiarity with photography, graphics, production for various media and communications research is desirable. If your background fits the picture and you can create, develop and follow through with a minimum of supervision, send your resume and salary requirements, in confidence, to:

MR. CHARLES H. JENNINGS
Manager, Corporate Employment

RJR

R. J. REYNOLDS TOBACCO CO.
Winston-Salem, North Carolina 27102

Tobacco Products • Food Products • Fruit Juice Beverages
• Industrial Corn Products • Aluminum Products • Packaging Materials
An Equal Opportunity Employer

E&P Employment Zone Chart

Use zone number to indicate location without specific identification

HELP WANTED

Editorial

WOMEN'S PAGES

We believe the women's pages can be the most interesting in the newspaper. We would like to talk with anyone who agrees and has some ideas on how to do it. Morning daily in Zone 2, suburbia rich in interesting things to do and write about. Risk a 6¢ stamp and see if this is what you have been waiting for. Box 1288, Editor & Publisher.

IMMEDIATE OPENING for a reporter just out of college, or with one or two years' experience. We have a new plant . a lively news beat—and a good training program. Call or write Jack Brown, Reflector, Norwalk, Ohio 44857. (AC 419) 662-4241.

REPORTERS—MOVE up to a PRESTIGIOUS NEWSPAPER offering opportunity for growth, excellent fringe benefits, liberal vacation, $190-per-week for four years' experience . . . a metropolitan newspaper in a city with many cultural and recreational opportunities. Send full details about yourself and clips (returned on request) to Edward F. Maher, Industrial Relations Dir., The Blade, Toledo, Ohio 43604.

ASSOCIATE EDITOR AGRICULTURAL

Real opportunity for *young* man with agricultural journalism background to move into number two spot on company magazine directed to farmer. Position requires writing, editing skills, plus sound knowledge of agriculture. Travel nationally to develop features. Excellent job challenge, potential to grow within company, which is located in Midwest. At least one-year editing experience required. Salary $10M plus, depending on experience. Good company benefits. Send samples and resumé to Box 1252, Editor & Publisher.

EDITOR for smalltown weekly (Zone 2). Position requires aggressive, hard-working individual. Send resumé to Box 1261, Editor & Publisher.

MIDWEST EDITOR for nationally known business magazine. Job demands poise, curiosity, high intelligence, ability to work independently. Candidate must be self-starter, strong interviewer, lucid writer. Full-time 1-man bureau in Chicago. Starting salary in mid-teens. Write Box 1264, Editor & Publisher.

MANAGING EDITOR? REPORTER? Turn to page 26 in this issue and "see the stuff dreams are made of."

EDITOR-WRITER, write, manage unique service for aero space marketing professionals. Working conditions excellent—subject matter fascinating. Solid writing experience mandatory; learn market intelligence analysis. DMS is fast-growing, prestige information service of McGraw-Hill Publications. Send resumé and letter, salary history requirements to: R. Snow, DMS Building, 100 Northfield, Greenwich, Conn. 06830.

EVERYONE KEEPS SAYING you can't find good desk men any more. We're out to prove them wrong. The Miami News (PM) is looking for good desk men. We will NOT give you a general column to write two weeks after arriving. We promise you pleasant working conditions and sunshine (most of the time). Write to Howard Kleinberg, The Miami News, P.O. Box 615, Miami, Fla. 33152.

IF YOU LIKE TO WRITE we want to talk to you. Small Midwest daily needs reporter willing to learn news editor's duties, replace editor in his absence. Salary, fringes good. Degree must. Will consider ambitious beginner. Write Box 1273, Editor & Publisher.

Free Lance

E.S.P. — CLAIRVOYANCE
WITCHCRAFT — OCCULT
REINCARNATION — VOODOO
NUMEROLOGY — ASTROLOGY
UFO's — HYPNOTISM
PHYCHIC PHENOMENA, ETC.

Publisher seeks writers to submit factual stories and articles, with photos on the above or related subjects. Good rates for documented stories; payment upon acceptance.

BEYOND, INC.
3 Kuhl Ave., Hicksville, N.Y. 11801

HELP WANTED

Free Lance

FREE-LANCE CORRESPONDENTS, U.S. and foreign, to file semi-monthly reports on new products and processes. Write Box 1263, Editor & Publisher.

Operators—Machinists

TTS OPERATORS — Unjustified tape operation. 60-words-per-minute competency. ITU scale $175.00 Top fringe benefits. Write: W. Stremming, Hawaii Newspaper Agency, Inc., 605 Kapiolani Blvd., Honolulu, Hawaii 96801.

TELETYPESETTERS

Immediate openings for TTS operators who desire permanent situations. $168.00 for 37½ hours. Excellent vacation, insurance and savings program. Contact Jack B. Hall, Rockford Newspapers, Rockford, Ill. 61105.

OPERATOR-NEWS MAKEUP: $4.63 hr, plus 10% for pension. Excellent benefits. Nights. Write Arch Gamm, University of Michigan Daily, 420 Maynard, Ann Arbor, Mich. 48104.

IMMEDIATE OPENING for experienced Linotype operator for county-seat weekly and job shop. Must know legal, ad and job. Top pay, benefits. On the shore of Lake Superior. Write Box 158, Two Harbors, Minn. 55616.

MACHINIST for hot-metal daily. Helpful if you have floor and operator's experience. Five machines, all ship-shape. Open shop. $3.50 hour. E&P's Area 8. Box 1226, Editor & Publisher.

OPENINGS for lino operators, floormen and machinists. Permanent positions. Excellent fringes. Good location. 3-11 p.m. shift $153.00 scale. Write E. K. Warren, Niagara Falls Gazette, Niagara Falls, N. Y. 14302.

RETIRING MACHINIST, would you like to take it easy in this retirement area and work 20-30 hours-a-week maintaining our Linos and Intertypes? Age no problem if you are a working pro. Write The Brownsville (Texas) Herald.

MACHINIST, COMPOSING ROOM — Knowledge of TTS operation familiar with electrons. Day work. Steady employment, pleasant working conditions, paid hospitalization, pension plan, paid vacation. Write Box 913, c/o The Bucks County Courier Times, 8400 Route 13, Levittown, Pa. 19058.

TTS OPERATORS for newspaper recently converted to offset; 25,000 circulation in community of 50,000 located in heart of outstanding hunting and fishing area. Scale $4.09 per hour, 35-hour week. Call or write: Lloyd G. Schermer or James E. Borgess (406) 542-0311, The Missoulian, Missoula, Montana 59801.

LINOTYPE OPERATOR—Experienced. Opportunity for right man. Excellent scale and fringe in desirable area. Permanent situation. Contact — The Waukegan News-Sun, 100 Madison Street, Waukegan, Illinois 60085—Mr. Earl C. Swinney Jr., Production Manager.

HEAD MACHINIST, night shift, 35-hour week. Elektrons, Comets, 31's, TTS installation. Good salary, fringes. Zone 2. Union or eligible. Box 1150, Editor & Publisher.

Pressmen—Stereotypers

PRESSROOM FOREMAN. 24-page Tubular with excellent stereo and drive. Fullest benefits. Union shop. $200. New England shoreside town. Excellent opportunity to grow for a man capable of leadership and interested in quality work. State full experience. Box 1248, Editor & Publisher.

PRESSMAN, COMBINATION MAN, experienced on Duplex Tubular. Scale: $146. Life insurance, hospitalization, sickness, medical, major medical full benefits. Union. Press in excellent shape. Seashore community: excellent schools. Write fully to Box 1272, Editor & Publisher, Area 1.

WEB PRESSMAN

Experienced on web offset newspaper presses. Steady position—high pay. Call collect (212) 629-2731.

HELP WANTED

Pressmen—Stereotypers

PRESSMAN, Web Offset, new Color King, Chicago suburb; darkroom knowledge helpful. National Tabloid Printers, 3550 N. Lombard St., Franklin Park, Ill., 60131.

LETTERPRESSMAN

Permanent position for experienced man. Good scale, fringe benefits. Small city with excellent working and living conditions. Write details to: Publisher, The Advertiser-Tribune, Tiffin, Ohio 44883.

PRESSROOM FOREMAN—Experienced pressman to be working foreman; non-union letterpress shop in small town. Several presses, including large cylinders; quality color work essential. Air-conditioned plant. Sun Pub. Co., Laurens, Iowa 50554.

WEB OFFSET PRESSMAN for Goss Suburban press. Prefer man with camera and stripping experience. Fine opportunity for "take over man." Call Mr. Signer (813) 686-8888, or write 813 S. Florida Ave., Lakeland, Fla., 33803.

Printers

COMPOSING ROOM FOREMAN—Retirement creates opening Nov. 1. 20,000 evening daily, letterpress, Chart Area 5. Good salary, excellent working conditions, all fringe benefits, best hospital-medical plan, life insurance, retirement plan. Non-union. Send full resumé to Box 1266, Editor & Publisher.

WANTED: ENGRAVING FOREMAN for commercial-newspaper shop. Need thoroughly competent organizer knowledgeable in all processes. Immediate opening. Replies confidential. Box 1280, Editor & Publisher.

COMBINATION floor man, TTS monitor for small daily. Good pay, better-than-average; fringe benefits. G. W. McCoy, Wapakoneta Daily (Ohio) News.

TOP MONEY FOR TOP MAN in composing room who is familiar with hot and cold-type processes; 7-day evening and Sunday operation in Midwest. Good salary with best of fringe benefits, including substantial pension. Submit resumé listing past performances, qualifications and date of availability. Box 1103, Editor & Publisher

WORKING FOREMAN, strong on offset, preferably with knowledge of web offset newspaper press; considerable job work. High salary. Permanent—steady. Small Illinois city. Box 1142, Editor & Publisher.

PRINTER-COMPOSITOR. Experienced for 113-year-old progressive weekly in Southeastern Indiana, 22-miles from downtown Cincinnati, Ohio. Offset and letterpress. New building and equipment. The Register, 126 W. High St. Lawrenceburg, Ind. 47025.

EXPERIENCED FLOORMAN for 5-day afternoon daily in the best small city in the Rockies. Good pay, all the fringes. Progressive, growing community of 10,000. Community college. Brightest future. Operating ability welcome but not essential. Congenial shop. Great place to live, raise family, work and play, fish, hunt. Publisher, Riverton Ranger, Riverton, Wyo., 82501.

Public Relations

PUBLICITY SUPERVISOR —— An involving challenge with a growing future for a food-wise publicist who can command up to $12,000-a-year to start. This position cries out for a self-starter who is creative with foods and food ideas and with ways to get national attention from them through publicity. You should be a good, fast writer. You will be working with other experienced professionals in one of the largest and most aggressive companies in the food industry. The fringe benefits are generous aside from the self satisfaction this job can deliver. Position is located in suburban Philadelphia, Pa. area. Please write to Miss Julia Hudasky, Supervisor-employment, Campbell Soup Co., General Offices, 375 Memorial Ave., Camden, N.J. 08101. An equal opportunity employer.

HELP WANTED

Public Relations

SEEKING A CHALLENGE?
Here it is!

- A dynamic young management group headed by a 44-year-old president—
- An uncompromising assault on all communication barriers with the help of two advertising agencies and an outside public relations counsel—
- Computerized approach to production and distribution—
- Two new sales divisions geared to concepts of modern marketing and merchandising

The person selected will be responsible for writing and editing our company publications plus contributing ideas for the growth of the department. Company located in Zone 5. Requirements: college degree plus two years' newspaper writing experience. Interested? Send resumé and salary requirements to Box 1241, Editor & Publisher.

PUBLIC RELATIONS

Starting Salary to $18,000

- Nationally-known consumer products organization, listed in FORTUNE 500, has a singular opportunity on its Corporate Public Relations staff for a PRO with 5-10 years' proven experience in financial business journalism. Prime responsibility will be the preparation and handling of news releases, executive speeches, shareholder reports and other corporate PR functions. Excellent promotional opportunities. Ideal location, suburban metropolitan east coast. Please forward resume of education and experience to:

Box 1277, Editor & Publisher

An Equal Opportunity Employer

PERSONNEL AVAILABLE

Academic

EXPERIENCED newspaper and magazine editor, in late 20's, seeks post on teaching faculty of college or university in Regions 1 or 8. Have B.A. and M.A. in Journalism plus 2 years' doctoral work; have held previous part-time journalism lecturer's appointment; also member PPA, NPPA and MPPA. Could begin in Sept. Box 1278, Editor & Publisher.

WRITER (TEACHER) seeks creative position in college public relations. Have been publicity writer, publications editor (U.S.D.A.); teacher (secondary, English). Cornell, B.A. Zone 1 or 2. Box 1247, Editor & Publisher.

Administrative

NEED A WORKING BOSS to put your property in the profit picture? Familiar all departments. Top man in advertising: layout, promotion, sales, campaigns, major or minor accounts, staff direction. Seeking working direction of newspaper that needs pro-action. $12,000, profit percentage. Presently employed. Immediately available. Employers aware of this advertisement. W. J. Hargraves, 2225 South Cypress, Santa Ana, California 92707.

STUBBORN OPINIONATED, demanding publisher who wins awards, seeks permanent roots in new suburban daily, weekly challenge. Ontario preferred. Box 1217, Editor & Publisher.

Personnel Available

IN ALL NEWSPAPER DEPARTMENTS AND ALLIED CRAFTS

Administrative

MANAGEMENT RESPONSIBILITIES I just received a father's draft deferment and am looking for challenging spot leading to newspaper publishing career. I can offer you imaginative ideas, ingenuity and hard work plus an outstanding educational background—J.D. University of Michigan Law School 1968, Phi Beta Kappa graduate (Colgate University) and two years' reporting experience (Detroit and Massachusetts dailies). Talents are particularly suited to administration, advertising, editorial and labor relations. Age 25. Write Box 1236, Editor & Publisher.

Artists—Cartoonists

POLITICAL CARTOONIST—Caricaturist, 26, experienced. Intellectual, compelling ideas. Liberal or middle-of-road papers only. Ken Weiss, 2509 Jennings Ct., Silver Spring, Md., 20902.

MOVIE-TV CARICATURIST now available for weekly spot on entertainment page. Best of credits. Top offers only. Box 1157, Editor & Publisher.

Circulation

YOUNG MAN seeks experience in circulation administration; challenge, teacher and pay desired. 100,000 + morning, evening, Sunday or combined. Box 1213, Editor & Publisher.

CIRCULATION MANAGER wants to progress to larger paper. Presently with a 4M daily. Eleven years' experience in all phases of circulation. Willing to relocate in Zones 3 or 4. Married, age 27. Box 1189, Editor & Publisher.

CM wants to travel overseas or stateside. Fourteen years' experience in circulation. Age 37, single, and free to travel. Write Box 1187, Editor & Publisher.

Classified Advertising

PROFESSIONAL, CAREER-CAM Family man. Available for final change. $18,000-$22,000 expected but other factors could be more important. Eager—love Classified! Energetic — 42 years old! Experienced—18 years as Manager! Exceptional—you decide! Write Box 1169, Editor & Publisher.

Very capable CLASSIFIED SALESMAN desires to relocate in California: 14 years' experience; 35 years old, married, 2 children. Box 1221, Editor & Publisher.

SEEKING MANAGEMENT opportunity in Rocky Mountain area—retail or classified; 10 years' experience. Capable, ambitious. Age 34, family man. Box 1204, Editor & Publisher.

Display Advertising

ADVERTISING SALESMAN, go-getter, 33, will hit the street and pull in the linage, handling any and all accounts; 11 years' experience. Family man seeks spot on daily, Zones 3, 4, 6, 8, 9. $7,800 to $10,000 expected but other factors considered. Box 1276, Editor & Publisher.

ADVERTISING MANAGER
Tired of ad manager who flies a desk all day long? I like to manage *and* make calls. Do you need an ad director, retail manager, assistant ad director, etc.? Send for my resumé. I have all the experience, energy, education required to get your job done. Box 1259, Editor & Publisher.

Editorial

EXPERIENCED, AWARD-WINNING reporter, 28, seeks opportunity to report urban and suburban problems. East Coast preferred. Box 1146, Editor & Publisher.

Editorial

DESKMAN/SWING NEWS EDITOR on Washington, D.C. daily seeks challenge. Box 1149, Editor & Publisher.

SPORTS EDITOR, now employed, seeks 50M-70M daily. Top references—good background. Will go anywhere. Box 1156, Editor & Publisher.

WEEKLY EDITOR-MANAGER. Degree, age 47—20 years' experience; married, two children: 15 years' in present job. Box 1233, Editor & Publisher.

END 'RIGER-SPORT-IS'
I'll write bright, lively sports column, features; 10 years' experience covering major sports; in metro slot now. National credits; award-winner. 34, family. Box 1237, Editor & Publisher.

WILL CREATE AND/OR ADMINISTRATE
your magazine-publications program. Degree, 13 years' experience. Writer, editor, layout, photography. Education, industry, commerce. Married. Resume, references, samples available. Box 1242, Editor & Publisher.

WOMEN'S EDITOR, best in state 1967, seeks change. Strong fashion, food, features, makeup; strong supervision. Areas 4, 8, 9. Box 1203, Editor & Publisher.

WOMAN REPORTER, 25, seeks challenging job in Areas 5, 7, 8, 9. Winner of Hearst award. Box 1209, Editor & Publisher.

WOULD YOU APPRECIATE a women's section geared toward extensive coverage home and family life, in-depth writing and bright, splashy photo layouts? Women's Editor wishes to relocate in similar position or as makeup editor. Prefer section that is already top-flight, but will consider management conscious of need for change. Location not important, but modern, up-to-date attitude of management toward its women's or family sections a must. Box 1206, Editor & Publisher.

JOURNEYMAN REPORTER, 7 years' daily, 18 month's wire service; knows all daily beats and misses them; camera skill matches writing skills. No desk or darkroom work sought. Two years college, 29, veteran, newly-wed. Now earning $11,000. Northeastern Ohio daily sought. Box 1271, Editor & Publisher.

20 YEARS' OF PROVEN ABILITY has made me $10,000 News Editor on 5-edition 50M daily. Sharp heads my specialty—bright layouts my trademark. Your staff is only as good as the man who rules it. No problems. Family man. References. Prefer Western U.S. or Canada. Box 1251, Editor & Publisher.

CHIEF EDITORIAL WRITER
Lucid, pungent style, wide range; strong in economics; M.A. American history; seeks challenge as managing editor of editorial page editor, or editorial writer on large daily. Top references. Box 1286, Editor & Publisher.

FORMER NEWSPAPER editors' daughter seeks job as reporter. Able to write news stories. Young, single, resourceful. Will go anywhere for right opportunity. Box 1284, Editor & Publisher.

FEATURES, MAGAZINE OR CREATIVE EDITING SPOT
sought by English-degreed reporter, editor; limited experience but capable of rapid education in permanent position with future. Box 1281, Editor & Publisher.

SPORTS DESKMAN-COPYREADER-makeup man metro paper. Now employed. Perfection heads, sharp layouts. Box 1256, Editor & Publisher.

SUBURBAN EDITOR, experienced in makeup, handling suburban bureau writers on major Southwestern daily, wishes to relocate N.J.-Penna. area. Family man, 4 children. Spent 1-year on Eastern paper writing editorials; would consider editorial writing post (liberal Republican). Box 1279, Editor & Publisher.

Editorial

EXPERIENCED local government, police and investigative reporting with some wire, layout and desk experience; desires reporter's position in metro daily. Prefer Zone 9, but will consider all offers. Box 1249, Editor & Publisher.

EDITORIAL WRITER, 29, seeks house organ; 3 years' news experience; BA degree, veteran; can use camera. Want permanent position. Box 1257, Editor & Publisher.

TRAINED ENGLISH JOURNALIST seeks post on U.S. daily. Female, 21, three years' experience. Shorthand. Leslie Mitchell, 1 High St., Edwinstowe, Mansfield, Nottinghamshire, England.

THINK SMALL
Family man, 31, ten years' experience, all phases; now on huge a.m.; yearns for post on small paper, chance to finish college. Midwest; prefer W. Ohio, Indiana, Michigan. Box 1123, Editor & Publisher

Free-Lance

TRAVEL WRITER, London - based, supplies 500-word articles, one picture, $10, for weekly or monthly publication. Box 1127, Editor & Publisher.

PROFESSIONAL journalist-economist, bi-lingual English-German, 10 years' experience in U.S.A.—now living Munich, Germany—seeks special news assignments or work as stringer. Entirely familiar with German political and economic situation. Box 1207, Editor & Publisher.

Operators—Machinists

TTS OPERATOR, straight or tabular: fast/accurate; 18 years in newspaper-trade plant field. Male, 37, married. Prefer day situation. Union. Zone open. Box 516, Editor & Publisher.

HEAD MACHINIST, experienced in Linofilm, Elektrons, TTS, etc. Presently employed as Head Machinist. Desire change. ITU. Box 1216, Editor & Publisher.

Photography

PHOTOGRAPHER, 20 years' experience, 38. Creative ability. Excellent references. For resume: Milton Nuttall, 4505 Hessian Road South, Virginia Beach, Va. 23462, or 'phone 703-497-7256.

BOXED IN BY TYPE
Creative 35mm cameraman—30—seeks challenge on daily with space for good feature and news pix. Editing and layout experience. Prefer offset in Areas 8-9, but will consider any good offer. Clips on request. Salary now $150.00. Box 1227, Editor & Publisher.

NEWSMAN-PHOTOGRAPHER, family man, good references. Write D. J. Kibbee, 304 N. Evanslawn, Aurora, Ill., 60506. Now employed.

SELF-STARTER, 25, aggressive, experienced, seeks photo-minded metro. Box 1253, Editor & Publisher.

Pressmen

NEWSPAPER PRESSMAN wants to make change to smaller city. Absolutely dependable. Confidential replies. Box 965, Editor & Publisher.

PRESSMAN, experienced on Goss Headliner, desires job in combination shop. Completely competent in all phases of press and stereotype work. Charles Groleau, Box 85, Mulberry, Indiana 46058.

WEB OFFSET PRESSMAN, experienced on Goss Suburban plates, stripping and some camera. Prefer small daily or weekly in Area 5. Box 1079, Editor & Publisher.

Printers

AD COMPOSITOR seeks job on daily. Non-union, hot-type. Zone 2 or Ohio. Available now! Answer all replies. Box 1159, Editor & Publisher.

30 YEARS' EXPERIENCE. 20 as working foreman, letterpress, small daily. Know all departments in shop including maintenance. Area 4. Box 993, Editor & Publisher.

Production

SUPERINTENDENT — Composing or entire mechanical operation. Experienced metro, latest technology. Box 1181, Editor & Publisher.

FOREMAN — Composing Room — 21 years' experience. Age 38, married. Would like to relocate. Box 1141, Editor & Publisher.

Public Relations

WRITER-EDITOR-PR-PUBLICITY
34, versatile, creative. Top background in business journalism. Capable directing publication, PR, sales promotion or advertising. Presently editor of business magazine in S.W. Current salary: $13,500. Consider industry, agency or publication with room to grow. Box 1179, Editor & Publisher.

WRITER-EDITOR seeks pr-publication job: now editing small daily. Box 1192, Editor & Publisher.

CLASSIFIED

Advertising Rates

"SITUATIONS WANTED"
(Payable with order)

4-weeks ..... $1.00 per line, per issue
3-weeks ..... $1.10 per line, per issue
2-weeks ..... $1.20 per line, per issue
1-week ..... $1.30 per line.

Count five average words per line
3 lines minimum
(No abbreviations)

Add 50c for box service
Air-mail service on box numbers also available at $1.00 extra.

Do not send irreplaceable clippings, etc. in response to 'help wanted' advertisements until direct request is made for them. E&P cannot be responsible for their return.

DISPLAY—CLASSIFIED

The use of borders, boldface type, cuts or other decorations, changes your classified ad to display. The rate for display-classified is $3.15 per agate line—$44.10 per column inch minimum space.

"ALL OTHER CLASSIFICATIONS"

4-weeks ..... $1.50 per line, per issue
3-weeks ..... $1.60 per line, per issue
2-weeks ..... $1.70 per line, per issue
1-week. ..... $1.80 per line.

WEEKLY CLOSING TIME
Tuesday, 4:30 PM

Box numbers, which are mailed each day as they are received, are valid for 1-year.

Editor & Publisher
850 Third Ave., N. Y., N. Y. 10022
(AC 212) Plaza 2-7050

Shop Talk at Thirty

By Robert U. Brown

Trouble in Paradise

Television salesmen are making claims about the success they are having in wooing retail advertisers away from newspapers to the boob tube. Their claims are not always substantiated by the facts and may be purely a defense reaction because of reverses elsewhere.

For the first six months of 1968 network television dollar sales are ahead 3.9% over the same period last year. But, some of the advertisers who have been television's largest advertisers for years are cutting back. For instance, during this six months Procter & Gamble, Bristol-Myers and General Foods—the 1,2,3 in television billings—have each decreased their Tv expenditures by three to four million dollars. Nine of the top 20 Tv advertisers spent less than in the first six months of 1967.

Broadcasters don't measure their progress in minutes or hours of time sold but only in dollar sales. Allowing for some inflation in rates it is doubtful, therefore, that the *amount* of time sold, as opposed to the *cost* of that time, is as great this year as it was last year.

Consumer magazines started to feel the pinch of smaller ad budgets during 1967 and for the first six months of 1968 have felt it even more. This is quite a shock to the magazine leaders who have been accustomed to annual growth for many years.

According to a tabulation by "The Gallagher Report," ad pages of 100 consumer magazines were down 3.2% for the first six months.

Forty five magazines were off in pages and 54 were up. And, according to this report, because of increases in page rates the dollar volume of these magazines was up only .8%

If you apply this same spread (between pages and dollars) to television it would appear that the *amount* of time sold in the first six months was behind last year.

* * *

Linage volume for the first six months for newspapers—which have never been able to bring themselves around to measuring their success in dollars instead of agate lines—shows a deline of .8% in Media Records 52-city totals. Both automotive and classified are bouncing back to good gains but general is still down.

If you apply the same 4% differential allowance for advertising rate increases that seem to fit television and magazines, newspaper dollar volume would show a gain way ahead of magazines for six months and comparable to if not ahead of television.

The competitive picture is a lot better, in fact, than a general assertion that network television is ahead 3.9% and newspapers are down .8% for that period.

* * *

After reading the recent revelations about television middlemen who are able to buy spot radio and Tv time from 10% to 20% less than "prevailing rates" or "card rates," and that much less than reputable advertising agencies can purchase it for, we wonder about the validity or reliability of any broadcast claims for time sales or dollar sales.

Broadcasting reports on "a new breed of entrepreneur—the 'negotiator-buyer'—moving more prominently into the spot television and radio scene this summer, promising and apparently delivering—on assignments from advertising agencies—campaigns at 10% to 20% lower than prevailing rates."

Everyone denies there is any rate cutting. Obviously, it is all done with mirrors just like the multiplication of audience figures.

Four of these agents will place more than $40 million in cut-rate advertising this year, it is claimed.

Station representatives state they have not been by-passed in these buys, that they sold at card rates and had been paid their commissions.

One of these "entrepreneurs" emphasized "we do not make a cheap or cut-rate buy." His experts "make the best possible buy" because they know markets, stations and rate cards, he said. "In short, we know how to buy excellently."

Agency people are quoted as saying the "entrepreneurs" deliver what they say they will.

It is all very confusing because no one admits to rate-cutting and yet everybody gets it for less and still makes a profit.

Broadcasting quoted one station rep as saying: "Could this lead to widespread rate-cutting and to depressing prices at stations that want to hold the line?"

Sounds like that situation already exists. One agency executive (unnamed) is quoted as follows:

"These outfits say they can bring in a buy from 15% to 20% lower than rate card. Is this a big deal? I start off with the premise that all rate cards for spot Tv are overpriced and I bring in my buys at 20% and more below the rate cards in most markets. How do I do this? Sometimes I just negotiate it downward. Sometimes I buy spot on a pre-emptible basis but I let the stations know in no uncertain terms that I don't want to be pre-empted. At other times, I buy run-of-schedule, but stations had better run them in the time periods I want. Any agency with a knowledgeable, on-the-ball media staff can do the same thing."

"Negotiate it downward" is the modern language for rate-cutting.

If there is that much chiseling on television and radio rates how can anyone believe the annual propaganda about increased time sales? Who can be sure what the true figures are?

•

Wall Street Journal in coldtype-offset

The *Wall Street Journal* was printed for the first time July 24 on a new four-unit Goss Metro Offset press in the company's Highland, Ill., plant. The Metro replaces two smaller offset presses that have been in use there since early 1967.

The Highland facility is the only one of eight company plants in which the Wall Street Journal is produced by photocomposition and offset printing. It shares production of the Midwestern edition of the national business daily with conventional hot metal composition and letterpress operations in Chicago and Cleveland.

A 10,500 square-foot addition was constructed to house the new press. It adjoins the original 15,000 square-foot structure.

The Highland plant was conceived as an experimental operation. It marked the first time the Wall Street Journal was produced using cold type and offset methods.

Young people

(*Continued from page* 15)

We're giving him the opportunity to observe and write about the Metro Toronto magistrates courts, among other things, this summer. His journalism experience will make him a better lawyer. If he should change his mind and decide to develop his writing talent, his law training will make him a better journalist.

Student from Columbia

Ian Urquhart, our fourth student, was an Ontario Scholarship winner at Upper Canada College, an editor of the College Times, and has finished his first university year at Columbia, in New York. He feels that Columbia's role as a center of learning has been seriously impaired by this spring's riots and that it will take years for the university to recover. Ian hopes to finish his university career at McGill. He's specializing in Political Science. Watch for his name in the future. He may become a top Canadian political writer.

Don Dempson is sure he wants to be a journalist. Behind him he has one year in Journalism at Ryerson Polytechnical Institute and a family tradition of journalism. You're likely familiar with the byline of his father, Peter Dempson, former parliamentary reporter and now a Telegram associate editor. Don has acquired or inherited much of Peter's talent. We've noticed one other characteristic: like his dad, he's a gentleman.

Washington music-lovers are hooked on his witty, scholarly reviews. The wit's an outgrowth of his enormous range of interests. The scholarliness comes from his wide academic background—which includes a Ph.D. in musicology from Cornell.

His name: Donald Mintz.

His job: Staff critic for The Washington Star.

Another reason influential Washington reads The Evening and Sunday Star.

The Washington Star

5½ pt. Sirius with Bold from STAR PARTS

The new STAR type face for wire-service stocks, classified, legals, TV and radio programs.

CLASSIFIED

Situations Wanted—Male

BOOKKEEPER — PART TIME ACCOUNTING — TAXES
MR. FRENCH UN 9-6652

CONSTRUCTION ENGR. — 9 yrs. gen'l const. exp. including A and E supervisory work, gen'l materials and quality cont. seeking position in upper N. Y. or Rockland Cty. Dial 914 EL 3-8072.

CREDIT AND COLLECTION MAN — 22 yrs. exp. Major oil co. Desires change. DU 8-7808.

MAN with 1968 heavy duty pickup truck desires steady work. Also consider assembly or packing at home for concerns. Box 2990 The News.

ORGANIST — CHOIR MASTER — (Baritone, vocal teacher). Exp. all denoms. PA 8-5659 12-4 P.M.

TRUCKER—Has 12-14 ft. jobs available for steady work. Established 15 years. DA 5-0190 anytime.

YOUNG MAN
WANTS COMMON LABOR WORK
CALL HE 9-5397

WHEEL ALIGNMENT MECHANIC —family man with 11 yrs. exp. wants bet. job 914 IL 7-3078 eves.

WORKING FOREMAN, machinist, mechanic all maintenance repairs, installation, desires change. Heavy in trouble shooting. Exc. electrician. Box 2984 The News.

TO THE BUSY EXECUTIVE
I've closed successful out-of-town mfg. bus. to return to NY-NJ area. I offer you loyalty, initiative, adaptability and youth in return for good position. Investment possible if required. THE NEWS BOX No. 4001.

LEGAL NOTICES

SUPERIOR COURT OF
NEW MEXICO
CHANCERY DIVISION
OREGON COUNTY
DOCKET NO. 3529-60

The State of New Mexico to:
MATILDA Z. WELSCH

You are hereby summoned and required to serve upon Wallace Hartnell, Esq., Plaintiff's Attorney, whose address is One Newark Street, Las Cruces, New Mexico, an answer to the Complaint filed in a Civil Action in which Josefine Sackiel is plaintiff and Robertson John Welsch, et als., are defendants, pending in the Superior Court of New Mexico, within thirty-five days after August 4, 1968, exclusive of such date. If you fail to do so, judgment by default may be entered against you for the relief demanded in the Complaint. You shall file your answer and proof of service, in duplicate, with the Clerk of the Superior Court, State House Annex, Santa Fe, New Mexico, in accordance with the rules of Civil Practice and procedure.

The property, more particularly described in the Complaint, is located on Oregon Turnpike, Little Ferry, Oregon County, New Mexico .
Dated: July 11, 1968.

WALLACE HARTNELL
Attorney for Plaintiff
One Newark Street,
Las Cruces, N. M.

July 14-21-28-Aug. 4—Fees $66.96

Classified 5½ on 5 (short descenders)
Legals 5½ on 5½ (regular descenders)

STOCK MARKET

NEW YORK (AP) - New York Stock Exchange morning prices:

Stocks, Div. In Dollars	Sales 100s	High	Low	Close	Net Chge
A					
Abbott Lab 1	11	53½	53¼	53½	+ ⅜
Abex Cp 1.60	1	33½	33½	33½	+ ⅜
ACF Ind 2.20	6	46	46	46	——
Acme Mkt 2b	2	40⅝	40⅜	40⅜	— ½
Ad Millis .20	24	26⅝	26⅛	26⅜	+ ¼
Address 1.40	11	73	72¾	73	+ ⅜
Admiral	10	21⅞	21¾	21¾	+ ¼
Aeroquip 1b	x3	60⅝	60⅝	60⅝	+ ⅛
Air Prod .20b	10	33¼	33	33⅛	— ⅜
AirRedtn 1.50	21	30⅝	30½	30⅝	——
AJ Industries	28	9⅞	9⅞	9⅞	+ ¼
Ala Gas .96	2	18½	18½	18½	— ¼
Alberto C .20	3	42¼	42	42	——
AlcanAlum 1	81	22¾	22¾	22¾	——
Alleg Cp .10e	2	15	15	15	+ ⅛
AllegLud 2.40	7	62½	62½	62½	+ ½
AlliedCh 1.90	30	37¼	36⅞	37¼	— ¼
Allied Kid 1	2	29	29	29	+ ⅝
Allied Pd .60	2	53⅞	53⅞	53⅞	——
AlliedStr 1.40	25	50	49¾	50	——
AlliedSup .60	80	17⅛	16½	17	+ ¼
Allis Chal 1	53	32⅞	32⅝	32⅝	— ⅛
Alpha P Cem	14	16⅜	16¼	16⅜	——
Alside .20	65	14⅛	13¾	14⅛	+ ⅝
Alcoa 1.80	10	71⅞	71¼	71¼	— ½
AmalSug 1.40	1	29⅝	29⅝	29⅝	+ ⅜
AMBAC .60	20	61	60¾	60¾	+ ⅜
Amerace 1.20	11	39⅞	39½	39⅞	+ ⅞
Amerada 3	5	82¾	82¾	82¾	+ ¼
Am Airlin .80	x51	25¾	25⅝	25¾	+ ⅜
Am Baker 1	7	27¾	27⅝	27⅝	——

TV PROGRAMS

SATURDAY, AUGUST 12

7:00 P.M.
2, 11 NEWS, WEATHER
4 LOCK UP: Newspaperman is accused of murdering columnist
5 ASSIGNMENT: UNDERWATER: "Decoy". Bill is assigned to recover body of bank robber who drowned while making getaway
7 JIM BACKUS: Dora takes over at the office for a week
9 TERRYTOON CIRCUS
7:30 P.M.
2 RAWHIDE: John Kerr in "Incident of the Last Chance". Eastern newlyweds join cattle drive after flash flood carries away their wagon: Eric Fleming, John Kerr, Roxane Berard
4 HAPPY: "What a Baby!" Palm Springs float should be great, but Days and Brighams argue over whose baby should ride the float
5 CANNONBALL: Former trucker blames Mike Malone for his dismissal: Paul Birch
7 INTERTEL: "The Two Faces of Japan". In Japan, increasing Westernization goes hand-in-hand with ancient customs and rituals. These contrasts are illustrated by four Japanese walks of life
9 FILM: "Cosmic Monster" (1959) Forrest Tucker, Gaby Andre
11 SPORTSMAN'S CLUB
7:45 P.M.
11 SPORTS: Red Barber
8:00 P.M.
4 ONE HAPPY FAMILY: "Charley, Executive at Large". Criticizes his father-in-law for losing vital business account

Stock Market 5½ on 5 (short descenders)
TV Programs 5½ on 6 (regular descenders)

Everyone in the graphic arts has heard the term "printer's devil," but few know its history. Today a "printer's devil" is a young graphic arts apprentice, but in the early days of printing, its meaning implied a definite and literal relationship to Satan himself.

In the year 1683 in England, Joseph Moxon published "Mechanick Exercises on the Whole Art of Printing," which is the earliest manual describing printing techniques to be published in any language. At that time the printer's devil was an assistant to the pressman, employed by the week, and not an apprentice as the term now applies.

Moxon refers to the printer's devil as follows: "The Press-man sometimes has a Week-boy to Take Sheets as they are Printed off the Tympan: These Boys do, in a Printing-House, commonly black and Dawb themselves; whence the Workmen do jocosely call them Devils; and sometimes Spirits, and sometimes Flies." Moxon also states that the duties of the devil include fetching "Paste, Sallad-Oyl, and such accidental Requisites as the Press-man in his work may want." The salad oil, heated, was applied by a feather to the press as lubrication, and the paste used in making-ready.

According to earlier sources, the term "printer's devil" goes back to the 1500's and was first applied to a boy employed by an Italian printer. In those days the rapid duplication of pages on a printing press, as compared to the painfully slow work of the earlier scribes, was regarded with suspicion, and it was even considered possible that sorcery and the black arts were required to perform this task. The fact that the Italian printer's apprentice was a young Negro, in itself a curiosity in those days, lent credence to this belief.

It is understandable that this young lad was eventually suspected of being a devil, in the true sense of the word, much to the distress of the printer himself. The printer decided to lay this rumor to rest for all time, and since it was then generally believed that devils could feel no pain, he placed his apprentice on public display and invited passers-by to pinch him. The lad's pitiful cries apparently were convincing, and he was allowed to return to his apprenticeship bruised but alive.

Since then, many printers have undoubtedly felt that their apprentices deserved similar treatment, but printers' devils have not been regarded as supernatural for the past several centuries and so have avoided a similar fate.

Everyone in the graphic arts has heard the term "printer's devil," but few know its history. Today a "printer's devil" is a young graphic arts apprentice, but in the early days of printing, its meaning implied a definite and literal relationship to Satan himself.

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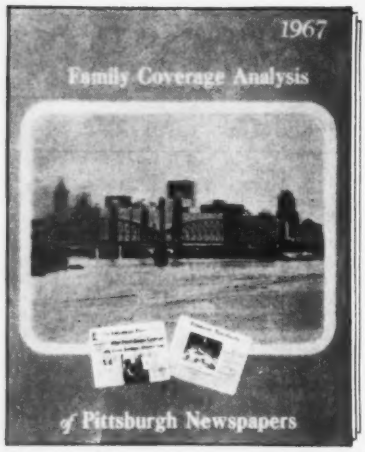

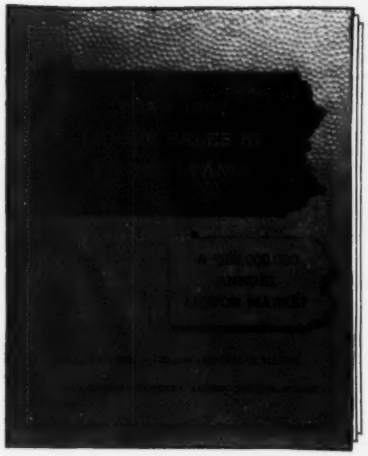

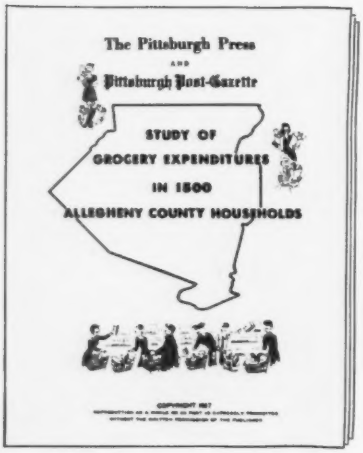

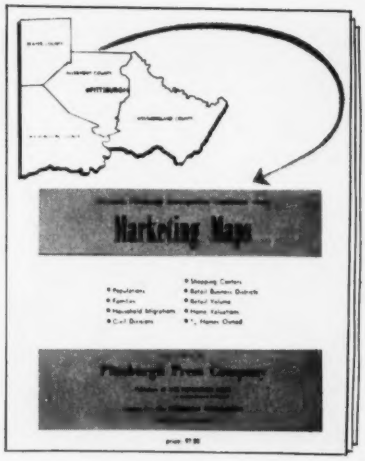

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Senator Soaper Says
Vaughan At Large

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Winning Contract

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SPORTS

DICK DUNKEL, SR.
College Football Ratings
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by John Lehti

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Herblock by Herbert L. Block

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EDITORIAL PAGE

Ralph McGill

Strictly Personal
by Sydney J. Harris

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by Earl Wilson

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by Leonard Lyons

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by Eugenia Sheppard

She by Eleanor Lambert

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INDEX TO THIS EDITION

Alphabetical List of Syndicates 12-32

Authors-Syndicated Features listed by Authors 56-62

Classifications of Syndicated Features ... 32-50

Explanations of Key Letters and Numbers 10

Key to Syndicate Name Abbreviations .. 10

Titles of By-Lined Features 50-56

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2. Classifications—Grouping various columns, cartoons and articles according to subject interest groups, such as Beauty, Children, Columns, Editorial Cartoons, Comic Strips, Fiction, Comic Panels, Puzzles & Games, Feature Articles, Patterns, etc.
3. Titles of features—An alphabetical listing of all featured material arranged by titles of the features. Easy to locate any feature if you know the name of it!
4. Author's Bylines—Lists alphabetically by name of each author, and shows the titles of the columns, cartoons or features that each offers. if you know the author's name, you can locate material very quickly in this section.

All of these listings show:

- How often each feature is available per week.
- Size of the feature (number of words, columns, measurements of cartoons or illustrations).
- Manner in which it is furnished (mimeographed, manuscript, offset reproduction proofs, mats, on tape, etc.).
- Illustrations, if the feature is illustrated.
- Classifications by the subjects are shown for each feature, viz. Astrology, Automotive, Boating, Books, Fashions, Food, etc.

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President and Publisher

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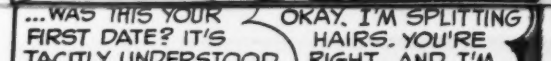

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Annually ..... an
Daily ..... d
Sunday ..... S
Contract ..... cont
Daily & Sunday ..... ds
Daily except Saturday ..... dexSat..
Daily except Sunday ..... dexS
Every other day ..... eod
Every other Sunday ..... eoS
Every other month ..... eom
Five Times weekly 5tw
Three times per month 3tm
Occasionally ..... occ
Fortnightly ..... fn
Individual ..... ind
Monthly ..... m
Quarterly ..... qt
Seasonal ..... sea
Semi-monthly ..... sm
Semi-weekly ..... sw
Six times a year 6ty
Tri-weekly ..... tw
Weekly ..... w

Size of Feature

Number of words ..... 500etc.
Column wide and inches deep 4c5", 7c4", 7c16", etc.
Page (Standard) ..... ps
Page (Tabloid ..... pt
Half-page (Standard) ..... hps
Half-page (Tabloid) ..... hpt
Half-page (Vertical) ..... hpv
Third-page (Standard) ..... tps
Third-page (Tabloid) ..... tpt
Quarter-page (Standard) ..... qps
Quarter-page (Tabloid) ..... qpt
Quarter-page (Horizontal) ..... qph
Sixth-page (Horizontal) ..... sph
Sixth-page (Vertical) ..... svv
Varies ..... var

How Feature is furnished

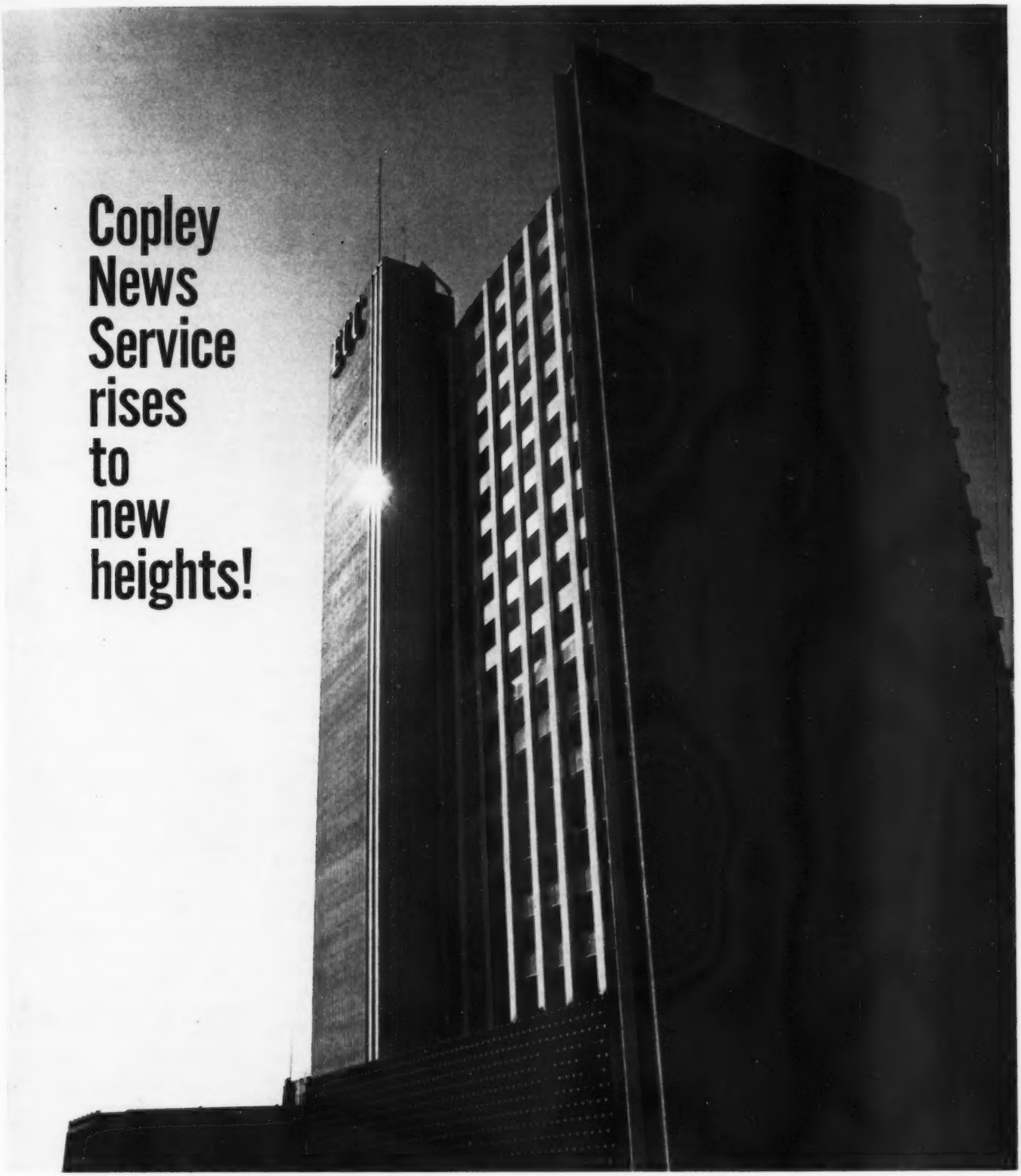
Mimeographed ..... mim
Manuscript ..... man
Offset Reproduction Proofs ..... orp
Illustrated ill
Illustrated with glossy Print Photos ..... igp
Illustrated-photos in negative form ..... ing
Mat complete ..... mat
Illustration Only in mat Form ..... ilm
Available on Tape ..... tape
Also available in Spanish*

Classifications (Indicated by "C")

——Art (see 11-Columns)
1—Astrology, Graphology
3—Aviation
2—Automotive
4—Beauty
4A-Boating
5—Books
6—Bridge
7—Business, Financial, Legal
8—Cartoons and Panels (Humorous)
9—Chess-Checkers
10—Children
——Coins (see 38—Stamps, Coins, Medals)
11—Columns
12—Comics (strips and Sunday pages)
——Cultural—Art, Entertainment, Literature, Poetry, Theatre (see 11-Columns)
13—Editorial (text)
14—Editorial Cartoons
——Entertainment (see 11-Columns)
——Farming (see 19—Gardening)
15—Fashions
——Financial (see 7—Business, Financial, Legal)
16—Fiction
17—Fillers, Poetry
18—Food
19—Gardening, Farming
——Graphology (see 1—Astrology)
20—Health
21—History, Politics
——Horoscope (see 1—Astrology)
22—Household, Do It Yourself, House Plans, Interior Decorating
——Legal (see 7—Business, Financial, Legal
——Literature (see 11-Columns)
23—Maps
——Medals (see 38-Stamps, Coins, Medals)
24—Motion Pictures
25—Music
26—Nature
——Outdoors (see 37—Sports, outdoors)
27—Patterns
27A—Pets
28—Photography (columns on)
——Poetry (see 11-Columns)
——Politics (see 21—History, Politics)
29—Puzzles-Quizzes
30—Radio-Television
31—Religion
32—Research, Polls, Surveys
33—Science
34—Serials
35—Short Stories
36—Special Pages
37—Sports, Outdoors
38—Stamps, Coins, Medals
38A—Teen Age
——Television (see 30—Radio-Television)
39—Travel
40—Veterans
41—Women's Pages

KEY TO SYNDICATE NAME ABBREVIATIONS

AB—Al Block
ABR—George Abraham
ACC—ACCN News Service
AD—Adcox Associates, Inc.
ADL—Adler Associates
ADV—Advance News Service, Inc.
AEW—American East-West Features
AF—Allied Feature Syndicate
AFP—Agence France Presse
ALB—Auburn Bureau
ALL—Wade Allen Syndications, Inc.
ALR—Alber, David O.
AM—American May Features, Inc.
AMF—Amusement Features Syndicate
ANI—Animal Talk Features
AP—Associated Press, The
APN—AP Newsfeatures
AR—Areadia Feature Syndicate
ARF—Argas Features
ASA—Associated Blueprint Co.
ASC—Sidney Archer Syndicate
AT—Army Times Syndicate
ATF—Atlantic Features & Printing, Inc.
ATH—According To Hoyt
AU—Auto News Syndicate
AVA—Avalon Features ... ...
AWR—Robert Tate Allan's Washington Religious News
BAB—Babson's Reports
BAS—Buddy Basch Syndicate
BEL—Belmont Associates
BFS—Better Filler Service
BHS—B. H. Simon
BIS—T. Jerome Bishop
BLA—Blackstone Press Features
BM—Bell-McClure Syndicate
BNH—Bright New Horizons Studio
BON—Bonner Features Syndicate
BPS—BP Singer Features
BRA—Irvine A. Brace
BUR—Ethel Burge
CA—Coleman Advertising Service
CAF—Ray Carr Features
CAM—Dennis Campbell
CAR—Cartwright Features
CDN—Chicago Daily News-Sun-Times Service
CF—Columbia Features, Inc.
CFF—Curious Facts Features
CHA—Alice and Gerard Chapman
CHR—Chronicle Features Syndicate
CIT—City Desk Features
CJC—Charles J. Callahan Associates
CKS—C-K Special Features
CMI—Cove-McKane International
CMS—Cullen Moore's Studio
CN—Crux News Service
CNI—Consumer News Inc.
CNS—Copley News Service
COA—N. E. Coan
COI—Coin-Stamp-Medal World
COM—Cartoons-of-the-Month
COO—Cooke & Evans Enterprises
COW—Cowpokes
CP—Central Press Association
CPS—Community Press Service
CQ—Congressional Quarterly Service
CRA—Craft Patterns
CRE—Creative Features
CRP—Criswell Predicts
CRU—Joseph G. Crump, Sr.
CS—Christensen Syndicate
CSP—Community and Suburban Press Service
CTN—Chicago Tribune-New York News Syndicate, Inc.
DAK—Daizell and Karch Enterprises
DDS—Doubleday Syndicate
DEM—Stanley Demos
DET—Detjen Philatelic News Service
DF—Dispatch Features, Inc.
DHJ—Dorothy H. Jenkins News Service, Inc.
DHS—Damon Humor Service
DIC—Dickinson Newspaper Services, Inc.
DIS—Dispatch News Service
DOR—Dorex Features International
DPR—Dear Publication & Radio, Inc.
DSR—Dunkel Sports Research Service
DUN—Harriett Dunbar
DWL—Douglas Whiting, Ltd.
EBS—Editorial Board Syndicate
EC—Editor's Copy
ECI—Editor's Choice, Inc.
ECS—Editorial Consultant Service
EDI—Editorial Cartoons by Gar
EDM—Edman Co.
EDR—Editorial Research Reports
EES—Editorial Enterprises Syndicate
EFS—Express Features Syndicate
ENG—S. & D. English
ENT—Entertaining, U.S.A.
EP—Editors Press Service, Inc.
EPC—Europa Press-Chile
EPS—E.P.S. News Syndicate
EUR—European Book and Arts New s
FA—Fairchild Publications
FA—Home Furnishings Syndicate
FA—Women's Wear Daily Syndicate
FF—Formath Features
FJM—Frank Jay Markey Syndicate
FNS—Foreign News Service
FOR—Fortune Features
FOU—The Four Corners Syndicate
FRA—Bailey R. Frank
FRY—William R. Frye
GA—David C. Gardner
GBR—E. T. Grandy Book Review Syndicate & News Features
GEL—Gelman Feature Syndicate
GF—Gates Features
GFC—General Features Corp.
GG—Golden Gate Features
GJS—GreeJay Service
GLE—Norma Gleason
GLN—Glanzer News Service
GLP—Globe Photos, Inc.
GLS—Globe Syndicate
GRA—Graphic Features Syndicate & Graphic News Photos
GRE—Arthur S. Green
HAL—Meg Hale
HAR—Harvard Features Syndicate
HC—Harriet Carlsen Newspaper Syndicate
HEN—Henrikson Illinois Cartoon Service
HF—Handy Filler Service
HHS—Hearst Headline Service
HIG—Highway Safety Features
HIS—Hollywood Informer Syndicate
HJS—Harold J. Siesel Co.
HLW—Hollywood Press Syndicate
HN—Hubbard Newspaper & Mag. Syndicate
HNS—Howard News Syndicate, Inc.
HOM—HomOgraf
HPP—High Plains Publishers, Inc.
HPS—Hopkins Syndicate, Inc. The
HT—Hobby Times
HTF—Home Town Flavor
HUS—Humor Societies of America
HYM—Dick Hyman
ICS—Intercity News Service
INF—International News Features Syndicate
INR—International Religious News Service
INT—Inter American Features
JEB—Joe E. Burcsch
JL—Jeffrey Lee Syndicate
JTA—Jewish Telegraphic Agency, Inc.
KEA—Keister Advertising Service, Inc.
KFS—King Features Syndicate
KI—Kirk Syndicate, The
KK—Kroll Karicature
KPA—Keystone Press Agency, Inc.
KRE—Ernie Kreiling
LAT—Los Angeles Times Syndicate
LAV—Patricia Lavin
LAW—Law Familiarization Institute
LED—Ledger Syndicate, Inc.
LUI—Lui Industrial Arts
LOR—Sterling Lord Agency, The
LTWP—Los Angeles Times/Washington Post News Service
LUK—Fred Luks
MAG—Magazine Features Service
MAU—Bobby Maurice Associates
MCF—J. David McFarland
MCN—McNaught Syndicate, Inc.
MEA—C. Stewart Mead
MEM—Memory Quiz
MIL—Miller Services, Ltd.
MIT—Phyllis Mitchell Features
MLN—Miller News Service
MLR—Troy Miller
MM—Minute Message
MME—Mel Martin Enterprises
MNS—Morris News Service
MO—Model Music Co.
MOF—Moss Feature Syndicate
MOH—Berta Mohr Fashion Syndicate
MOS—Mort Olshan Sport Features
MP—Magnum Photos, Inc.
MS—Monitor News and Feature Services
NANA—North American Newspaper Alliance, Inc.
NAT—National Urban League
NCR—National Council Religious Features
NCW—National Catholic Welfare Conference
NE—Newsday Specials
NEA—Newspaper Enterprise Association
NEP—National Education Program
NEW—New York Today, Inc.
NFS—Newsweek Feature Service
NNS—National Newspaper Syndicate, Inc. of America
NP—News Portraits
NPB—Nationwide Plan Book Co.
NUM—Numismatic Information Service
NWS—Newspaper Features
NYT—The New York Times News Service
OBR—Bernard O'Brien
OHF—Osborne House Feature Syndicate
OPS—Oceanic Press Service
PAT—David S. Patterson
PAU—Leon Paul Associates
PAV—Patvan Features
PE—William S. Penfield
PEA—Charles D. Pearson
PED—Inez & Cecilia Pedroza
PF—Phoenix Features
PFB—Publishers Financial Bureau, Inc.
PHI—Philcor Feature Service
PHS—Publishers-Hall Syndicate
PI—Picturemakers
PIP—PIP Photos, Inc.
PNS—Publishers Newspaper Syndicate (See Publishers-Hall Syndicate)
POS—Jack Posner
PPN—Piccadilly Press and News Service International Corp.
PR—PR Newswire
PRB—Press Radio Bible Service, Inc.
PRO—Prol Publishing
PRW—PR Wire Service, Inc.
PT—Creighton Peet
PWF—Press Wire Feature Services
QAS—Quality Art Service
RA—Sandy Raines Features
REH—Charles Rehns
REY—Ken Reynolds Newspaper Services
RFS—Reynolds Feature Syndicate
RGB—Rapid Grip and Batten, Ltd.
RMN—Ralph Morgan and Associates
RNS—Religious News Service
ROB—Robbins & Associates
ROO—Edith Kermit Roosevelt Syndicate
ROS—Elinor K. Rose
ROY—Royal Features
RS—Russell Service, The
RTS—The Register and Tribune Syndicate
RUS—Russell Enterprises, Inc.
SA—Soccer Associates
SAF—Seven Arts Feature Syndicate
SAT—Saturday Review
SAS—S. A. Siciliano
SCO—D. E. Scott Newspaper Service
SCS—Science Service, Inc.
SE—Saunders Enterprises
SEQ—Cameron Sequoyah
SF—Superior Features Syndicate, Inc.
SFS—Snappy Filler Service
SHP—Small House Planning Bureau
SM—Al Smith Feature Service
SNA—Spot News Agency, Inc.
SOP—Service Offset de Presse
SPA—Kenneth R. Spangler
SPE—Specialty Features Syndicate
SCO—D. E. Scott Newspaper Service
SPS—Spadea Syndicate, Inc.
SS—Saguare Syndicate
STA—State Cartoon Service
STF—Standard Filler Service
STO—Stock Market Graphic Features
STP—Standard Press Association
STR—Star Service Syndicate
SUN—The Sun-Bulletin
SYN—Syndicate Counsellors
TCN—Twentieth Century News Syndicate
TEE—Teenage Corner
TER—Tern Syndicate
THO—Daniel V. Thompson
THV—The View from Europe/68
TIN—Tiny Features, Inc.
TM—Two Minute Mystery Series
TNS—Toronto Telegram News Service
TOS—Topical Syndicate
TRA—Tray Productions, Inc.
TSS—Toronto Star Syndicate
TWS—Transworld Features Syndicate, Inc.
UB—U-Bild Enterprises Syndicate
UFS—United Features Syndicate, Inc.
UOP—United Overseas Press
UPA—Universal Press Association
UPI—United Press International
UPN—United Press International Newspictures
UPIC—United Press International of Canada, Ltd.
USA—U.S.A. Syndicate
VAZ—Vaz Diaz International, Inc.
VIV—Vivid/Films
WAG—Philip Wagner
WAL—William Wallace
WAW—Walter Winchell Syndicate
WBE—World Book Encyclopedia Science Service, Inc.
WBT—Washington Bank Trends
WDS—The Words Co.
WET—Weiss Philatelic-Numismatic Features
WFN—Washington Farm News Service
WHE—Wheeler Newspaper Syndicate
WIL—Willow Creek Syndicate
WIP—Wagner-International Photos
WLG—W. L. Gordon Features
WNS—Women's News Service
WOO—Woolsey Art Productions
WOR—World News Features, Inc.
WPI—Workshop Patterns
WPS—Worldwide Press Service
WSS—Washington Star Syndicate
WUP—World Union Press
WWF—World Wide Features
WWI—World Wide Information Services, Inc.
YDA—Young Action Syndicate
YR—Youth Research Institute



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Astrological Bulletin—w-2500-mim—C1, 11
Beauty Care—w-800-mim—C4, 41
British Financial Week—w-var-mim—C7
Business Bulletin—ftw-var-mim—C7
Coffee, Cocoa and Sugar Bulletin—w-var-mim—C7
Commercial and Financial Quotation and Prices—d-tt—C7
Fashion Snapshots—w-1000-mim-ilm—C15, 41
Financial News—5tw-var-mim—C7
French Financial Week—w-2500-mim—C7
Household Hints—w-var-mim—C22, 41
Interviews—irr-var-mim—C11
Motion Pictures—packet-w-var-mim—C24
Pattern of the Week—w-150-mim-ilm—C27, 41
Portraits—irr-var-mim—C28
Radio News Bulletin—d-var-wire—C30
Religious Service—d-var-mim—C31
Sahara Bulletin—sm-var-mim—C11
Science—irr-var-mim—C33
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Daily Flashback Calendar—dS-1c1¼"-mat-orp—Dick Peeples—C11, 17, 21
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Idea Payoff — dexS-1c2½"-mat-orp — Jerry Langell—C8, 17
Mrs. Bee, The Working Wife—dexS-1c3"-mat-orp—Howard Boughner—C8, 41
Patterson's People—dexS-1c2¾"/2c4½"-mat—Gene Patterson—C8
Still At Large—5tw-1c3"-mat-orp—Robert York—C8, 14
Sugar and Spice—dexS-30-mim—Elinor K. Rose—C11, 17, 41
Today's Index — dS-1⅛"-mat-orp — Dick Peeples—C11, 17, 21

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DISCussion—w-2c4"-400-man-ilm—Joe Kaliff—C25
It's a Cockeyed World—2c5"-mat—Joe Kaliff—C11
Karikature Karnival — w-1c6"-200-bio-with caricature-ilm—Joe Kaliff—C11
Karikaturettes—w—Staff—C11
Kitchen Cynic—3tw-2c6"-mim—Bern Sharfman—C11
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Telephone: (817) 924-0128
Animal Talk — w-400-mim-ill — Dudley A. Brown—C26

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Background Maps—w-ill-ilm—Staff—C23
Beauty — w-400-man-ill-ilm — Vivian Brown—C4
Best From American Heritage and Horizon, The—w-1000-mim-ill-various—C21
Books and Arts—w-700-man—Miles Smith—C5, 11, 25
Book Reviews—2-3-w-400-proof—Miles Smith—C11
Boyle's Column—5tw-500-by wire—Hal Boyle—C11
Brides—an-16pt-mats or orp-ill-various—C36
Bright Ideas—w-var-mat-orp-ill—Joe Jones—C22
Camera News—w-450-man-ill—Irving Desfor—C28
Brides—an-16pt-mats or orp-ill-various—C36
Crossword Puzzles—d-2c-mat—Staff—C29
Fashion Stories—sw-400-ill-ilm—Jean Wilson—C15
Focus on Health—w-500-wire—Alton Blakeslee—C20
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*Color Comics—w-pt-tps-hps-ht-qph—KFS Artists—C12
*Color Comic Sections—w-var-std &-tab—Staff—C12
Contract Bridge — 7tw-mat—B. Jay Becker —C6
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Cryptoquips—6tw-mat—Staff—C29
Cryptoquotes—6tw-mat—Staff—C29
Cuties—d-1c-2c—E. Simms Campbell—C8
Dateline: Europe—w-mim—Otto van Hapsburg—C11
Denhoff Food Articles—3tw-mat-proof—Alice Denhoff—C18, 41
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Bowling Tips—d-1c-65-ilm — Don Carter & Marion Ladewig—C37
Brain Twizzlers, The — d-150-200-ilm — Prof. J. D. Flint—C29
Bunion—d-3c-4c-mat—Jack Martin—C12
Coin-Wise—w-1c-2c-350-ill-ilm-orp—Leon T. Lindheim—C11, 36, 38
Cy Barrett Says—d-350-mim—Cyrus Barrett, Jr.—C7
Education For Tomorrow—sw-600-mim—Dr. Earl J. McGrath—C10, 11, 38A
Golfing With Arnold Palmer—4tw-200-2c-mat—Arnold Palmer—C37
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Marmaduke—d-1c-2c-ilm — Brad Anderson and Dorothy Leeming—C8, 12
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National Standout-Book Serializations — m-500-1000-5 to 18 releases per install—C5
Olympic Skiing For You — sw-250-1c, 2c-mim-ilm—C11, 37
Parents and Children—sw-250-1c-2c-ilm-mim—Arnold Arnold—C10, 11, 38A, 41
Personal Health Service—d-450; S-1,000-man-tape—Dr. William Brady—C20
Public's Opinion, The — w-500-mim—John Kraft—C11, 32, 36
Secrets of Charm — d-1c-2c-300-ill-ilm; S-4c8½″-mat-tape—John Robert Powers—C4, 11, 15
Selected Local Magazine Specials—cont.-500-1000-mim-ilm—Various Authors—C36
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Tips From Twiggy—3tw-55-2c-ilm-mim — Twiggy—C4, 15, 38A, 41
Weekend Bible Quiz — w-150-mim — Lavina Ross Fowler—C29, 31
Woody's World—d-2c-mat—John Holm—C8, 12
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Over the Counter—S—500-wire—Staff—C7, 11
Patents—Sat—500-wire—Stacy Jones—C7, 11
Personal Finance—2tw-700-wire—Staff—C7, 11
Reston Column—3tw-750-wire—James Reston—C11, 33
Rusk Column — S—500-wire — Dr. Howard Rusk—C11, 20
Science Column—S—500-wire—Walter Sullivan—C11, 33
Sports Column—dS-500-wire—Arthur Daley, Robert Lipsyte—C4A, 11, 37
Stock Market Roundup—5tw-500-wire, Staff—C7
Sulzberger Column — 3tw-750-wire — C. L. Sulzberger—C11, 21
Theatre—S—50-wire—Walter Kerr—C11, 12
Television Column—S—500-wire—Jack Gould—C11, 30
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Background Stories—dexS-300-500-man-ill-ilm—Tom A. Cullen, Leon Dennen, Gaynor Maddox, Bruce Biossat, Ray Cromley, Rosette Hargrove, Robert J. Cochnar, Tom Tiede, Noel Grove, Roger Doughty.

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Beauty Art Layout—w-2c-3c-4c-ill-ilm—Staff—C4, 41

Beauty Briefs—300-450-2c-man-tape—C4, 41

Beauty Column—w-450-700-1c-2c-3c-man-tape-ill-ilm—C4, 11, 41

Benjy's World—d-2c4½"-mat; S-tps-hpt-mat—[illegible]—C8, 11

Betty Homemaking—w-[illegible]-650-man-tape-ill-ilm—Aileen Snoddy—C41

Betty Canary's Column—tw-350-2c5-man—Betty Canary—C11, 41

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Boots—S-hps-tps-hpt-mat—Les Carroll—C12

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Business News Charts—sea-1c-2c-3c-ill-ilm—Staff—C7

Business Visuals—tw-2c4-mat—Staff—C7, 15

Campus Report—sw-350-man-tape-ilm—Staff—C11, 38A

Cannel At Bay—w-500-2c10-man-tape—Ward Cannel—C11

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Child-Parent Relations—The Mature Parent—tw-350-2c8"-man-tape—Mrs. Muriel Lawrence—C10, 11, 41

Christmas Shopping Features—an-ps-man-tape-ill-ilm—Staff—C10, 36, 41

Color Comic Sections—S-ps-pt—C12

Color Comics—S-ps-hps-tps-pt-hpt-mat—Various NEA Artists—C12

Color-Pictures and Illustrations—w-ill-ilm—C36

Column Closers—w-200-300-man-tape—Staff—C17

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Do-It-Yourself—w-600-700-man-tape-ill-ilm—Mr. Fix—C11, 22

Editorial Cartoon—dS-3c7"-mat—Bill Crawford—C14

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Editorials—dexS-650-2c12"-man-tape—Don Oakley & Paul Jones—C13

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Entertainment Features—TV Stage, Movie News—w-300-400-man-ill-ilm-tape—Joan Crosby & Dick Kleiner—C11, 24, 30

Fashion in Color—occ-3c-4c-5c-ill-ilm—C15

Fashion Now, Men's Fashion—m-400-2c5"-ill-ilm-man-tape—Robert Cochnar—C15

Fashion Tips—w-150-200-1c-man-tape—Staff—C15, 41

Fashion Stories—sw-200-400-2c-3c-man-tape-ill-ilm—Rosette Hargrove, Helen Hennessy and Staff—C15, 41

Feature Pictures—d-1c-2c-3c-4c-mat—C36

Fillers—m-200-400-1c9—Staff—C17

Fix-It Tip—w-50-1c4"-ill-ilm—Staff—C22

Food in Color—occ-3c-4c-5c-ill-ilm—C18

Food for Americans-Menus—d-350-600-2c5"-2c9"-ill-ilm-tape—Gaynor Maddox—C18, 41

Football Series—sea-300-500-ill-ilm—Murray Olderman—C37

For the Fun of It—w-2c12"-man-tape-ilm—Jim Crossley—C11, 37

Freckles and His Friends—d-4c2⅛"; S (plus Hector)-hps-tps-hpt-mat—Henry Formhals—C12

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Hollywood—Movies—TV—tw-500-600-2c12"-man-tape-ill—Dick Kleiner—C11, 24, 30

Home Furnishings in Color—occ-3c-4c-5c-ill-ilm—C22

Homemaking Shorts—w-150-1c-man-tape—Staff—C15, 21

Income Tax Stories—an-800-1c25"-man-ill-ilm-tape—Ray De Crane—C7, 11

Kevin The Bold—S-hps-tps-pt-mat—Kreigh Collins—C12

Lenten Series—an-450-600-2c10"—Rev. David Poling—C31

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News Maps—1c-2c-3c-mat—Staff Artists—C23

News Personality Pictures—w-1c-ilm-orp—Staff—C21

News Pictures—Telephoto—Spot News d-1c-2c-3c-mat—C35

News Visuals, Pictures, Maps & Charts Page dexS-ill-ilm—C23

Otis—w-4c2-mat—C12

Our Boarding House—d-2c3½"-2½c4¼"-3c5"; S-ps-hps-tps-hpt-mat—William Freyse—C8, 12

Out Our Way—d-2c3½"-2½c4¼"-3c5", Negley Cochran; S-ps-hps-tps-pt-hpt-mat—Walt Wetterberg—C8, 12

Paris Fashion Stories—sea-1,500-man-tape-ill-ilm—Rosette Hargrove—C15, 41

Pictorial Intelligram—w-100-2c5¾"—Staff—C29

Picture News Page—w-news and feature—1c-2c-3c-ps-mat—C36

Picture Review of the Year—an-p-hps-mat-ill—Staff—C21, 36

Pointers and Patterns—S-tps-hpt-mat-ilm—Polly Cramer—C11, 12, 22, 27, 41

Political Playground—3tw-3c2¼"-mat-orp—Ed Valtman & Bill Ryan—C14

Polly's Pointers—dexS-350-2c8; S-tps-hpt; ill-ilm-man-mat-tape—Polly Cramer—C22, 41

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Review of The Year—an-ps-hps-man-mat-ill—Staff—C21, 36

Robin Malone—d-4c2⅛"-mat; S-hps-pt-hpt-tps-mat; Bob Lubbers—C12

Short Ribs—d-4c2"-mat-S-tps-hps-pt-mat—Frank O'Neal—C8, 12

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Shorts—w-300-450-man-tape—Staff—C17

Spice Cabinet—w-1c3"-ilm-orp-Staff—C22

Sports Cartoon—tw-2c6"-3c6"-ill-ilm—Murray Olderman—C37

Sports Illustrations—sw-1c3-ill-ilm—Murray Olderman—C37

Sports Newspictures—d-1c-2c-3c-mat—C37

Sports Shorts—dexS-25-50-75-man—Staff—C37

Sports Stories—dexS-500-man-ill-ilm—Murray Olderman, Ira Berkow, Tommy Thomas—C37

Station Break—TV Comic Panel—d-1c3¼"-ill-ilm—Geo. Lemont—C8, 39

Stitchin' Time—w-2c-ill-ilm—Joanne Schreiber & Judy Love—C11, 27, 41

Strictly Fresh—w-150-1c4"-man-ill-mat—Staff—C11

Sue Burnett Dress Pattern—d-100-1c7"; S-200-2c8"-man-ill-ilm—Sue Burnett—C27, 41

Tarkenton Says—sea-w-600-man—Fran Tarkenton—C37

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Weekly Crossword Puzzle—w-2c8"-mat—Staff—C29

Weekly Bible Comment—w-15-2c7"-man—C31

Weekly Picture Page—w-news & features—1c-2c-3c-ill-ilm—C36

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Win at Bridge—dexS-400-1c12-ill-ilm-man-tape—Oswald & Jim Jacoby—C6, 11

Winthrop—d-4c2⅛"-mat; S-hps-tps-pt-mat; Dick Cavalli—C12

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Women's Page Fillers—w-150-man—Staff—C22, 41

World Almanac Facts—Historical Facts—5tw-75-1c4"-ill-ilm—C21

Year End Reviews—an-p-hps-man-mat-ill-ilm—Staff—C21, 36

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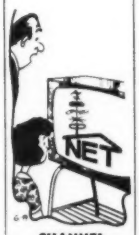

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Look Smart!—w-500-mim-ilm—Harry Juster—C11, 15, 41
Mr. Meltzer on Real Estate—w-800-mim—Bernard O. Meltzer—C11
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Now!—3tw-1c6″-ilm—Gene Loyd—C15, 41
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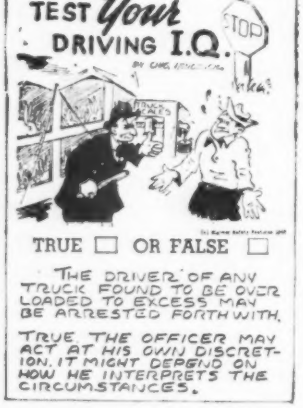

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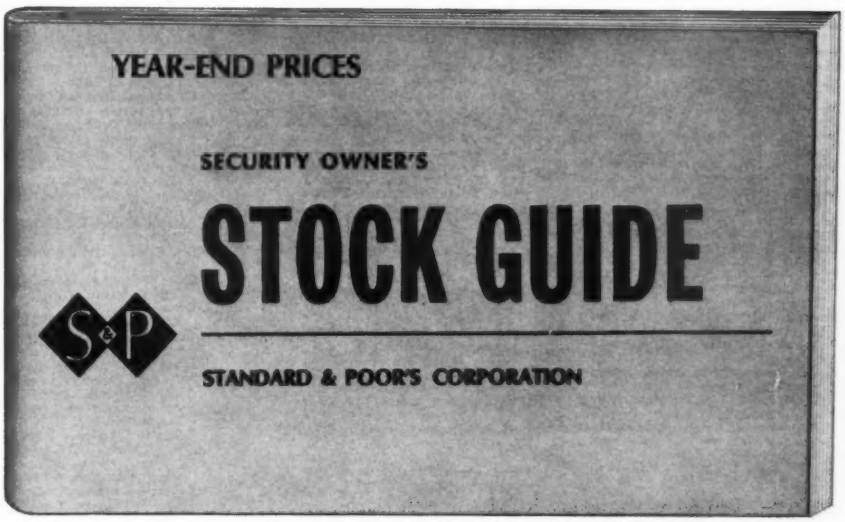

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Stock Exchanges—w-800 Philip Greer ..... LTWP
Stock of the Week—w-300-mim—Electronic Stock Evaluator Corp. ..... AD
Stock Market Graphic Features—dS-3c5"-orp-ill-mat-300-mim—Charles E. Carden STO
Stock Market Roundup—5tw-500-wire—Staff ..... NYT
Success Story—w-500-wire—Staff ..... UPI
Successful Investing—dexS-200-mim-tape—Roger E. Spear ..... GFC
Sunday Stock Market Chart (long term trend)—S-orp-ill-mat-3c5"-300-min—Charles E. Carden ..... STO
The Human Side of Investing—w-600—G. L. Ludeke ..... BEL
The Money Tree—tw-600-mim—Milton Moskowitz ..... CHR
The Reluctant Taxpayer—3tw-300-mim—William Raby, CPA ..... LAT
The Stock Market—5tw-600—Philip Greer ..... LTWP
The Street—w-800—Sidney Rutberg .... FA
Ticker Toons—dexS-1c3¾"-mat—Jud Hurd ..... UPC
Ticker Topics—w-500-mim—Ed Nassauer ..... ICS
Today's Business Mirror—5tw-man- on AP wires—John Cunniff ..... AP
Trade Winds—dexS-800-mim-tape—Lou Schneider ..... BM
Trade Winds—dS-600-mim—Lou Schneider ..... NANA
UPI Financial News Service ..... UPI
Wall Street Chatter—5tw-400-wire—Staff ..... UPI
Wall Street Perspective—S-500-wire William D. Laffler ..... UPI
Washington Banktrends—w-3,000-mim—Staff ..... WBT
Washington Capital News Service—6tw .. UPI
Washington News Features—w-500-mim WBT
Week In Finance—S-500—Thomas Mullaney ..... NYT
Weekly Financial—w-500-on AP wires—Ed Morse ..... AP
Weekly Grain Review—w-350-man—Edmund DeMoch ..... AP
Weekly Metals Review—S-750-on AP wires—Jack Lefler ..... AP
Women's Wear Daily—d-var-ill ..... FA
Your Money's Worth—5tw-600-mim—Sylvia Porter ..... PHS
Your Personal Finance—tw-600-2c9"-mim—Carlton Smith, Richard Putnam ..... NEA
Your Purse Strings—2tw-800-mim—Eugene Miller ..... MLN

8—CARTOONS AND PANELS

A Round A Day—dxS-1c2"-mat—Eugene Craig ..... DF
Abe Martin—d-1c2¾"-25-ill-ilm—Staff NNS
Ad Libs—dexS-1c/2c-mat—Len Bruh... GFC
Adverteasers—3tw-2c5"-mat-orp ..... CKS
Alec The Great—dexS-1c4"-mat—Edwina ..... WSS
All in Sport—d-1c-2c-mat—Chet Adams CTN
All-Stars—d-1c2⅛"-mat—Al Liederman ..... UFS
Amy—d-2c2¾"-mat—Jack Tippitt ..... RTS
An Altar Boy Named Speck—w-2c9"-mat—Margaret Ahern ..... NCW
Andy Capp—d-3c4"-mat—Reg. Smythe .. MIL
Animal Cracks—m-2c3⅞"-orp—various ..... COM
Animalogic—d-1c4"-mat-orp—Ed Nofziger ..... LAT
Arithmedic—m-2c3⅜"-orp—various .....COM
Art's Gallery—d-2c6"-mat-orp—Art Finley ..... CHR
Beep-Beep—dS-2c4"-orp—(French & English)—Robert Leduc .. SOP
Belvedere—dexS-2c-mat—Nat Greenwood AD
Ben Wicks—d-1c4"-mat-orp—Ben Wicks ..... LAT
Berry's World—d-2c4½"-mat; S-tps-hpt-hpt-mat—Jim Berry ..... NEA
Better Half, The—d-2c2½"-mat; S-pt-hpt-tps-mat—Bob Barnes ..... RTS
Better Mousetraps—w-150-2c6½"-orp-ill—Edward Keeling, LLB, JD ..... FOU
Between Us Girls—dexS-1c1"-ilm-mat—Ashton Wing ..... AF
Biff Buff—6tw-1c4-mat-orp—Kearney Egerton ..... LAT
Big George—d-2c-ilm; S-pt-hps-tps-mat—Virgil Partch ..... PHS
Blackstone—w-100-2c5½"-orp-ill—J. M. Adams, Jr., LLB, JD ..... FOU
Brother Juniper—dexS-2c-ilm—Fred McCarthy & Len Reno ..... PHS
Brou-haha—m-2c3⅛"-orp—various .... COM
Business Daze—dexS-1c-mat—selected from works of 16 artists .... GFC
Camper's Corner—d&w-orp—Ernie Martin VIV
Candy—w-2c5"-mat—Tom Dorr ..... CSP
Cap'n Squid—w-2c12"-mat-orp—Ben Wicks ..... TNS
***Captain Kate**—d-4c; S-tps-hps-pt—Jerry and Hale Skelly ..... KFS
Caricatures—3tw-1c-mat—Robinson ..... CTN
Carmichael—d-1c5"-mat-ill—Dave Eastman ..... LAT
Carnival—d-2c5¼"; S (plus Mr. Marryweather)-hps-tps-pt-mat—Dick Turner ..... NEA
Cartoon Books—w-book form—Various Authors ..... BPS
Cartoon Humor Service—q-36-multi-size-mat—Various Cartoonists ..... GF
Cartoon Page—w500-orp—staff ..... TNS
Cartoons-of-the-Month—m-2c3⅜"-orp—various ..... COM
Channel Chuckles—d-1c6¾"-ilm; S-hps-tps-pt-mat—Bil Keane ..... RTS
Cheerful Cherub—d-1c2½"-mat—Rebecca McCann ..... WSS
Children's Letters To God—d-1c/2c-mat—Stuart Hample ..... KFS
Ching Chow—d-1c—Will Henry ..... CTN
Church Chuckles—w-1c2½"-mat-glossy proof; 2c4½"-mat-glossy proof-opt-sermonette—Charles Cartwright ..... CAR
Church Chuckles—w-2c-mat-glossy proof—Charles Cartwright ..... SM
Church Humor—w-2c4"-mat-orp ..... CKS
Citizen Sibley—w-2c-var-mat or proof—Dick Ericson ..... SM
Citizen Smith—d-2c3½"-mat—Dave Gerard ..... RTS
Classified Chuckles—d-2c4"-mat—Morrie Turner ..... RTS
Classified Promotion Cartoons—2tm-3½x5"-mat—various ..... GF
Closeups—dexS-1c2"-mat-orp—Hinderer & Leitner ..... ALL
Color Comic Sections—S-ps ..... ATF
Comedy Corner—w-2c3¼"-ill-ilm ..... NEA
Community Capers—w-2c-3c-mats-glossy proofs—Al Smith ..... SM
Cork Cartoons—w-var-orp—Cork ..... BPS
Count Down!—m-2c3⅜"-orp—Rodney de Sarro ..... COM
Country Parson—w-1c-mat-glossy proof—Frank Clark ..... SM
Country Parson, The—d-1c3"-ilm—Frank Clark ..... RTS
Cow Pokes—w-2c4-3c6-mat or orp—Ace Reid ..... COW
Crazy Capers—dex S-1c3"-mat-orp—various artists ..... DF
Cuties—d-1c-2c—E. Simms Campbell ..... KFS
Dennis the Menace—d-2c4⅜"; S-Pt-hps-tps-mat—Hank Ketcham ..... PHS
Dinah Mite—w-1c-mat-orp—Joe E. Buresch ..... JEB
Dolly—dexS-2c4½"-mat—Bill Williams HPS
Driver's License—m-2c3⅜"-orp—Various ..... COM
Editorial Cartoon—w-2-3c6"-ilm-orp—Ed Kudlaty ..... NEA
Editorial Cartoons—d-3c-mat—Duncan Macpherson ..... TSS
Editorial Cartoons—dS-3c6"-mat-orp—Eugene Craig & Doc Goodwin ..... DF
Emmy Lou—d-2c4¼"-1c2"-S-hps-tps-pt-mat—Marty Links ..... UFS
Faces In The News—d-½-c2"-1c4-mat-orp—Frank Murphy ..... DIS
Family Circus—d-2c4-3c6¼-mat; S-tps-mat—Bil Keane ..... RTS
Fan Fare—d-1c6½"-3c; S-hpt-tps-mat—Walt Ditzen ..... PHS
Fischetti Cartoons—5tw-3c-1c-mat—John Fischetti ..... PHS
Fletcher, The 4-H'r—w-1c3"-mat-orp—Joe E. Buresch ..... JEB
Footsies—dexS-2c4½"-mat-orp—Bill Shelly ..... ALL
For Better or Worse—w-2c6"/1c3"-orp-ill—Justin Manning ..... FOU
For and About Teenagers—w-3c5-mat—Staff ..... CSP
Foreign Strips (panels)—w-varies-mat—various ..... BPS
Forget It!—m-2c3⅜"-orp—various ..... COM
From Nine to Five—dexS-1c-2c-ilm—Jo Fischer ..... PHS
Fun Spot—m-2c3⅜"-orp—various ..... COM
Funsters—dexS-1c2"½-mat-orp—John Broudhecker ..... AF
Ginger—*dexS-2c3⅛"-mat—Getterman ..... UFS
Girls, The—dexS-1c-2c-ilm—Franklin Folger ..... PHS
Golden Age—3tw-2½x3"-mat—Robert Hoover ..... DF
Good Old Days, The—w-3c1"-4c5⅝"; S-hpt-mat—Erwin L. Hess ..... UFS
Graffite—6tw-1c2¾"-mat—Bill Leary ..... MCN
Grin & Bear It—d-2c-3c; S-hps-pt-pts-mat—George Lichty ..... PHS
Half-Past Teen—w-2c6"-mat—Joe Mahoney ..... CSP
Hardtack—d-w-4x6-orp—Keller ..... BPS
Harvey—d-1c¼"-mat—Bruh & Giuffre ..... WSS
Have Fun!—w-1c11"-mat—Lee Bryan and Rube Weiss ..... BLA
Hector The Director—d-1c3"-mat-orp—Rama Braggiotti ..... LED
Here's An Idea—dexS-1c2½"-mat-orp—Jerry Langell ..... AF
Hippy—d-2c-mat—George Gately ..... CTN
***Hubert**—d-2c-4c; S-pt-tps-hps-mat—Dick Wingert ..... KFS
Humer Without Words—from stock as ordered-6"x2"-2x6"-6⅛x3 1/16-glossy-mat-plastic block—Zoltan Forral & Chumy ..... VAZ
Humorous Cartoons—cont-var-ill—Staff ..... BIS
Idea Payoff—dexS-1c2⅝"-mat-orp—Jerry Langell ..... AF
Jenifer—w-1c-mat—Art Gates ..... GA
Jest A Second—d-1c2½"-mat—various authors ..... MIL
Jobs Unlimited—w-200-2c7"-orp-ill—Justin Manning ..... FOU
Jolly Jingles—w-5c1"mat-orp—Graham Hunter ..... TIN
Josh Billings Sez—w-1c4"-2c4"-mat—Rube Weiss ..... BLA
Ladies Day—dxS-1c-mat—Mady Merah GFC
Ladults—m-2c3⅛"-orp-various ..... COM
Laff of the Week—w-2c6"-mat-ill—Bob Barnes ..... CSP
***Laff-A-Day**—d-1c-2c-mat ..... KFS
Larry Gore's Thing—3tw-5½c6"-mat-orp—Larry Gore ..... NE
Laugh It Off—d-1c0l-mat—Syd Hoff ... KFS
Laugh Time—d-2c-mat—Bob Schroeter ..... KFS
Laughing Matter—dex-S-2c-mat—Sale .. CTN
Laughs From Europe—d-2c1 5/16"-ilm—European Artists ..... RTS
Law Briefs—d—Martin J. Ross ..... LAW
Life in The Suburbs—w-2c-3c-mat-glossy proof—Al Smith ..... SM
Life's Like That—d-1c17⅞"-2c27⅞"; S-hps-tps-pt-mat—Fred Neher ..... BM
Li'l Ones—d-S-1c1½"-mat—Jim Whiting GFC
***Little Woman, The**—d-1c-2c; mat; S-hps-tps-pt—Don Tobin ..... KFS
Live 'n Laff—w-2c5"-mat-orp—Rube Weiss ..... BLA
Living—w-2c1-mat-orp—Glenn Bernhardt ..... SM
Lockhorns, The—6tw-2c-mat—William Carrell ..... KFS
Lonely Heart—dexS-1c-mat-orp—Here Ficklen ..... AVA
Louie—d-1c17⅞"-mat; S-hps-tps-pt-mat—Harry Hanan ..... CTN
Marmaduke—d-1c-2c-ilm—Brand Anderson and Dorothy Leeming ..... NNS
Marriage License!—m-2c3⅛"-orp—various ..... COM
Mata-Hari—dexS (54 installments-9 weeks) 4c-orp-ill—J.D. McFarland ..... MCF
Matrimoney—m-2c3⅛"-orp—various ..... COM
Medicare—dexS-2c-mat—Reamer Keller.. AD
Mister Breger—d-2c; S-pt-hps-tps—Dave Breger ..... KFS
Moon Platoons—d-2¼x7½—John Koch SPS
Moonshines—dexS-4c-orp-mat—J. D. Farland ..... MCF
****Moose**—d-1c-mat; S-pt-hps-tps-mat—Bob Weber ..... KFS
Mostly Male—S-pt-hps-tps-mat—"Doc" Goodwin ..... DF
Motorcar Museum—w-6½x2¼-orp-mat—Jack Bard ..... RUS
Mr. Tweedy—dexS-2c3¼"-mat—Ned Riddle ..... GFC
Mrs. Bee, The Working Wife—dexS-1c3"-mat-orp—Howard Boughner ..... AF
My Word—d-1c3¼"-mat—Frank Hedlund & James Ponter .... RTS
Naturebug—S-tps-hps-mat—John Hazlett & Edward S. Thomas .... DF
Neighbors—dexS-2cmat—George Clark .. CTN
New Dialogue For Old Movies—5tw-2c4"-mat-orp ..... CKS
Nothing But the Truth—w-2c5"-mat-glossy proof—Russ Arnold ..... SM
Nuts & Jolts—dexS-2c-mat—Bill Holman ..... CTN
Off the Record—d-2c4 5/16"-ilm; S-hps-tps-pt-mat—Ed Reed ..... RTS
***Office Hours**—d-2c-mat—Cy Olson ..... KFS
Office-Ours—m-2c3⅜"-orp—various .... COM
Oh, Lady!—dexS-1c17⅞"mat—Ruth Marcus ..... PHS
Only The Newspaper—2tw-1c3"-mat-orp—Chuck Stiles ..... SM
Our Boarding House—d-2c3½"-2½"e 4¼"-3c5"; 8-ps-hps-tps-pt-hpt-mat—William Freyse ..... NEA
Our Parish—w-2c6"-mat—Peg O'Connell ..... NCW
Out of Orbit—dexS-1c-mat-orp—Here Ficklen ..... AVA
Out Our Way—d-2c1"-2½"e1¼"-3c5"—Negley Cochran; S-ps-hps-tps-pt-hpt-mat—Walt Wetterberg ..... NEA
Package Deal—w-15-features-mat-glossy proofs ..... SM
Panel Parcel—Today's Laugh—28tm-2c-mat—Rod de Sarro, Cathy Joachim, Jeff Keate, Reamer Keller, Tom Henderson, Frank Owen, Joe Zeis, Betty Swords ..... CTN
Parents Plus—w-2c6"/1c3"-orp-ill—Justin Manning ..... FOU
Patterson's People—dexS-1c2¼"/2c1½"-mat—Gene Patterson ..... AF
Pee Wee—d-1c-mat—S. M. Iger ..... PF
Peoplets—8-var-ill—Bord Stephens ... WHE
Phillip's Flock—w-4c2"-mat-orp—Doc Goodwin ..... DF
Phyllis Diller's Marriage Manual—14 pt series-ill-mim—Phyllis Diller .. DDS
Pick of Punch— 2c4"-mat various ..... TNS
Pick of Punch—6tw-2c4"-mat-ill—various ..... LAT
PIXies—dexS-1c2⅝"-mat—Jack Wohl ..... UFS
***Ponytail**—6tw-2c-mat; 8-pt-phs-tps—Lee Holley ..... KFS

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Fred Dodge ..... MM
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Lou Grant ..... AD
Sniffy—d-1c—George Fett ..... BM
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Marvin Myers ..... RTS
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various ..... COM
Speaking of The Law—2tw-2e3¾"-mat-orp—
Earle & Jim Harvey ..... HLS
Sportstop—m-2e3⅜"-orp—
various ..... COM
Station Break—TV Comic Panel—d-1e3¼"-ill-ilm—Geo. Lemont ..... NEA
Stees Sees—w-5e9½"-mat-S-tps-hpt—
John Stees ..... UFS
Still At Large—5tw-1c3"-mat-orp—
Robert York ..... AF
Still Life—dexS-2c-mat—Jerry Robinson CTN
Strange As It Seems—d-2e4½"; *-S-hps-tps-pt-hpt- 7e3¼"-mat
Elsie Hix ..... UFS
Strange World of Mr. Mum, The—d-2e4¼"; S-hps-tps; mat—
Irving Phillips .....PHS
Strictly Business—dexS-1c-2e-ilm—
Dale McFeatters ..... PHS
Success Vitamins—w-2e6"/1e3"-orp-ill—
Justin Manning ..... FOU
Table Et-Iq-Uette—7tw-1e3"-mat-orp .. CKS
Telling Tales—tw-1e3"-ilm—Brooks ... ZAA
Test Your Driving I.Q.—d-1e2¾"/2e5½"-orp-mat—Charles E. Hendrick, Jr. ... HIG
The Aristocrats—d-2e1"-mat-orp—
Bob Kane ..... LED
The Byrds—d-2e-3"-mat—
Joe Appalucci ..... WSS
The Fantastic Foster Fenwick—d-3⅝-mat—
Mal Hancock ..... WSS
"The 52 Club"—w-1e-mats-orp—
Rooney W. Davis ..... QAS
The Gullivers—d-2e3⅝"-mat—
Mary Gauerke ..... WSS
The Pine Ridge Editor—eod-1e5"-ill-man—
David S. Patterson, Sr. ..... PAT
"the small society"—d-3c (4c on S)-mat—
Morrie Brickman ..... WSS
Then—Now—dexS-1e-mat—Roy L. Fox CTN
There Oughta Be A Law—d-3e4⅛"-3e3¼"-1e5½"; *S-pt-hpt-hps-tps—
Harry Shorten ..... UFS
***They'll Do It Every Time**—d-3c-4c-mat; S-tps-pt-hps-mat—
Bob Dunn & Al Scaduto ..... KFS
Thingamajiggers—d & w-man-orp-1c3"—
TeeJay VIV
13 to 19—m-2e3⅜"-orp—various ..... COM
This Funny World—d-2e-mat—
Misc. Cartoonists ..... MCN
This Is Sport?—w-1e-mat-glossy proof—
Court Alderson ..... SM
Thirfty-Nifty—dexS-1e3½"-mat—
Helen Robertson and Mary Dunn ..... GFC
****Tiger**—d-1c-mat; S-pt-hps-tps-mat—
Bud Blake ..... KFS
Time Out—dexS-1c-2c-ilm—
Jeff Keate ..... PHS
Tizzy—dexS-2e5¼"-mat—
Kate Osann ..... NEA
Tonque Twisters—w-9x12-mim—Staff ... BPS
Traveling Light—w-2c-mat—
Peter Porges & Ron Butler ..... GFC
Trixie the Trader—w-2tw-1e2¾"-mat or proof—Dick Erieson ..... SM
Trudy—6tw-2c/4c; S-tps-hpt-sph-mat—
Jerry Marcus ..... KFS
Tumbleweeds—d-S-1e2"1e3"-3c1½"-tps-mat; S-tps-hpt—Tom K. Ryan ..... RTS
TV Laffs—d-1c-mat—Cliff
Rogerson ..... BM
TV Tee-Hees—d-1½c-mart—
Henry Scarpelli ..... GFC
U F Ohs.—m-2e3¾"-orp—Staff ..... COM
Village Square—w-2e1"-mat-orp—
Chuck Stiles ..... SM
Wayout—d-1c-mat—Ken Muse ..... MCN
Weather Comics—d-1e1"-ill-ilm— ..... NEA
Webster Cartoons, H. T.—w-2e4"-mat—glossy proofs—H. T. Webster ..... SM
Wee Pals—d-4e2"-1e5"-mat—
Morrie Turner ..... RTS
Wee Women—dS-1e1½"-mat—
Jim Whiting ..... GFC
Well-Fare—m-2e3⅜"-orp-various ..... COM
Why We Say—dexS-1e3"-mat—Bob
Morgan and Pete Hoffman ..... GFC
With Sgt. Mike—dexS-2e4"-mat—
Mike Hodgson ..... PHS
Woody's World—d-2e-mat—John Holm .. NNS
Word-A-Day—dexS-1e-mat-ill—
Micky Bach ..... PHS

9—CHESS - CHECKERS

Chess—d-2e4"-mat—Leonard Barden ... MS
Chess Master—w-300-1e3"-ilm-orp—
George Koltanowski ..... GG

10—CHILDREN

Adventures of Tiny Turtle—dexS-5e4"-mat-orp—Brint Schorer, Jr. ..... TIN
Ask Andy—d-750-mim—Andy ..... CHR
Cappy Dick—S-hps-pt-tps-mat—
Cappy Dick ..... PHS
Child Health—3tw-500-mim—Dr.
Frank Falkner ..... NE
Child-Parent Relations—The Mature Parent—tw-350-2e8"-man-tape—
Mrs. Muriel Lawrence ..... NEA
Children's Books—m-2ps-mat-orp—
authors ..... SPS
Children's Tales—S-hps-pt-mat—
various authors ..... MCN
Christmas Shopping Features—an-ps-man-tape-ill-ilm—Staff ..... NEA
Education For To-morrow—sw-600-mim—
Dr. Earl J. McGrath ..... NNS
Family Scrapbook, The—dexS-200-mim-ilm—Dr. Ernest G. Osborne ..... UFS
Features—w—Ida Fried ..... EPS
For Better or Worse—w-2e6"/1e3"-orp-ill—Justin Manning ..... FOU
Hardtack—d-w-4x6-orp—Keller ..... BPS
Jolly Jingles—w-5e4"-mat-orp—Graham
Hunter ..... TIN
Junior Editors—dexS-2c-panel and text-mat—Coulton Waugh ..... APN
Let's Make—S-2e-mat-orp—Ben Corey .. HAR
Parents and Children—sw-250-1e-2c-ilm-mim—Arnold Arnold ..... NNS
Parent-Child—dS-man—Dorothy Rose .. CTN
Parent Problems—6tw-mim—
Dr. Garry C. Myers ..... CP-KFS
Parents Ask—From the Gesell Institute of Child Development—5tw-500-mim—
Louise Bates Ames, Ph.D. ..... PHS
Parents Plus—w-2e6"/1e3"-orp-ill—
Justin Manning ..... FOU
Parents' World—5tw-350-400-mim—
Dr. Eve Jones ..... BON
Points for Parents—d-2e2⅞"-ilm—
Mary Bryson & Cathy Miller ..... RTS
Success Vitamins—w-2e6"/1e3"-orp-ill-
Justin Manning ..... FOU
Tell Me Why—d-350-printed—
Arkay Leokum ..... WWS
The Tiny Times—w-4pt-mat-orp—
Brint Schorer, Jr. ..... TIN
Today's Children—6tw-mim—Grace
Langdon and Irving W. Stout ..... KFS
Tom Trick—S-hps-tps-pt-mat—
Mary Goss & Frank Renlie ..... NEA
Tongue Twisters—w-9x12-mim—Staff ... BPS
Uncle Ray's Column—dexS-400-mim-ilm—Ramon Coffman ..... PHS
What Young People Think—w-600-ilm—
Nancy Gilbert ..... APN
Women's Wear Daily—d-var-ill ..... FA
Word Definition's Fictionary—w-9x12-mim—Singer Features ..... BPS
You and Your Child—sw-3c-ill-ilm—
—Joan Beck ..... CTN
Young Hobby Club—dexS-250-1e3"-mim-ilm—Cappy Dick ..... PHS
Your Baby & Mine—d-500-mim-tape; S-600-mim-tape—Myrtle Meyer Eldred .. RTS

11—COLUMNS

A Bout With Stamps—d-w-m-500-4e5"-man—Frank Del-Witt ..... HT
A Conservative View—3tw-750-mim—
James J. Kilpatrick ..... WSS
Adam and Eve—d-500-mim-ilm—
Adam and Eve Lowell ..... FOR
Adventure Postpaid—w-1e1"-man-ill—
Lee James ..... JL
A Line O'Type or Two—d-2c-man—
John T. McCutcheon, Jr. ..... CTN
A Lovlier You—5tw-85-1e-2c-ilm-tape-
Mary Sue Miller ..... PHS
A Matter of Taste—3tw-350-mim-ill—
William Pahlmann ..... PHS
A Minority of One—w-600-mim—
Dennis Murray ..... WNS
A Senator's Notebook—S-500-orp—
Sen. Everett M. Dirksen ..... LAT
A Shot In The Dark—w-550-mim—
Martin Vandverveen ..... PAV
African Coverage—3tw-40-mim—
CNS Correspondents ..... CNS
African Digest—6tw-var-mim ..... AFP
Airline News with Photos—Ralph
Morgan ..... RMN
Alexander, Holmes—5tw-700-mim-man-tape—Holmes Alexander ..... MCN
Alsop Column—5tw-500-mim—
Joseph Alsop ..... LAT
Alvarez Medical Column—4tw-700-mim-on tape—Dr. Walter C. Alvarez ..... RTS
Amy Vanderbilt's Etiquette—4tw-/S-500-mim—Amy Vanderbilt ..... LAT
An Editor's Outlook—w-1000-mim-tape—
Jenkin Lloyd Jones ..... GFC
Ann Lander's Human Relations Column—ds-750-mim ..... PHS
Anniversary Story—m-800-ilm—
Graham Wilson ..... CF
Antiques and Attic-ulations—w-1e3"-man; S-ps-pt-hps—Katherine
Schilling ..... HT
Antique Wise—S-600-mim-ill—
Dorothy Hammond ..... CF
Around the Waterfront—2tw-600-mim—
Helen Bentley ..... FJM
Around the World—tw-mat—Temple
Manning ..... KFS
Art, EtCetera—w-1000—Chauncey
Howell ..... FA
Art Buchwald Column—3tw-500-mim—
Art Buchwald ..... LAT
Arts and Literature—packet—w-var-mim ..... AFP
As We Were Saying—w-750-mim—
Robert Segal ..... SAF
Asian Reports—var-500-1200-ill-mim-wire—Mark Gain ..... TSS
Ask Amy—w-2e10"-mat—Amy Adams ... CPS
Ask Dr. Brothers—dS-1000-mim-tape—
Dr. Joyce Brothers ..... BM
Ask Dorothy Draper—eodexS-300-mim—
Dorothy Draper ..... AD
Ask the Teacher—5tw-300-man—
Shirley Schraub ..... MCN
Assignment: America—3tw-mim—
Phyllis Battelle ..... KFS
Assignment: America—3tw-mim-man-var-by wire—Phyllis Battelle ..... HHS
Assignment: West Coast—S-500-mim—
Neil Morgan ..... CNS
Astrological Bulletin—w-2500-mim ..... AFP
At Wit's End—3tw-400-mim-ill-mat—
Erma Bombeck ..... NE
Babson's Authentic Release—w-800-mim—
Babson Staff ..... PFB
Backdrop, The—w-750-mim—
John J. Daly, Jr. ..... NCW
Backstairs at the White House—w-400-wire—Merriman Smith ..... UPI
Baker Column—3tw-750-wire—
Russell Baker ..... NYT
Barbs—dexS-100-1e1"-man-tape-ill-ilm—
Phil Pastaret ..... NEA
Barney Glazer In Hollywood—dS-400-mim—
Barney Glazer ..... TCN
Batcave Hot Line—tw-375-mim—
Bruce Wayne ..... LED
Betty Beale's Washington Letter—w-750-mim-ill—Betty Beale ..... PHS
Beauty Column—tw-150-300-1e-2c-3c-man tape-ill-ilm ..... NEA
Before You Buy—w-700-mim—
Margaret Dana ..... UFS
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Edward Keeling, LLB, JD ..... FOU
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Betty Canary ..... NEA
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Edith Kermit Roosevelt ..... ROO
Between Us Girls—dexS-1e1"-ilm—
Ashton Wing ..... AF
Between You 'n Me—3tw-350-2e11"-man-ill—Murray Olderman ..... NEA
Between You And Me—w-800-mim—
Boris Smolar ..... JTA
Bishop Sheen Writes—w-750—
Fulton J. Sheen ..... WSS
Blake Heart to Heart Talks—dS-man—
Doris Blake ..... CTN
Bolton, Whitney—d-500-mim-tape—
Whitney Bolton ..... MCN
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Miles Smith ..... APN
Book Reviews—2-3-w-400 proof—
Miles Smith ..... APN
Book Reviews—S-250-orp—
Ernest Cady ..... DF
Books-of-the-Month—m-500-mim—
John Austin ..... HIS
Bookshelf—3tw-1e3"-man-min—Jeff Lee .. JL
Boyle's Column—5tw-500-by-wire—
Hal Boyle ..... APN
Breslin's New York, Jimmy—3tw-700-man-mim; eoS-700-man-mim;
m-2000-man-mim ..... LOR
Bridge Column—d ex S-400-1e12"-ill-ilm-man-tape—Oswald & Jim Jacoby ..... NEA
Broadway—3tw-500-orp-S-500-wire—
Jack Gaver ..... UPI
Broadway After Dark—w-1250-mim-orp—
Bobby Maurice ..... MAU
Broadway Beat—w-Hans Holber ..... EPS
Broadway Karikatures—w-2e6"-600-man-ill-ilm—Joe Kaliff ..... AMF
Broadway Off 'N On—w-500-mim-ill—
William Raidy ..... GFC
Broadway Vignettes—w-2e5"—
Marcia Michels ..... AMF
Buchwald Column—3tw-500-mim—
Art Buchwald ..... LAT
Builders of a Nation—S-400 (Roto page)-orp-ill—Ed Mason ..... DF
Business With Pleasure—d or w—
Harry S. Donen ..... DHS
By George!—humor—d-200-mim ..... UFS
By The Way—3tw-500—Bill Henry ...LTWP
California Report—sw-500-mim—
Art Ribbel ..... CNS
Campus Report—sw-350-man-tape-ilm—
Staff ..... NEA
Canada Roundup—w-450-mim—
CNS Correspondents ..... CNS
Cannel At Bay—tw-500-2e10"-man-tape—
Ward Cannel ..... NEA
Capitol Views—3tw-500-man—
Willard Edwards ..... CTN
Capital Spotlight—w-800-mim—
Milton Friedman ..... JTA
Capital Stuff—5tw-man—Ted Lewis .... CTN
Capsule Capers—d or S-600-700-man-ill—
Justin Manning ..... FOU
Career Girl—2tw-500—June Wilson ... WNS
Carl H. Giles Features—w-var-ill-man-mim—Prof. Carl H. Giles ..... RA
Cats and Their Care—S-500-mim—
Henrietta Hitchcock ..... CF
Celebrity Cookbook—w-800-mim-ill—
Johna Blinn ..... NE
Center Stage (TV)—w-700—
Don Swanson ..... CNS
Charley Weaver Says—dexS-150-mim—
Cliff Arquette ..... CF
Checking Up—5tw-2c-man—
L. M. Boyd CII
Child Health—3tw-500-mim—
Dr. Frank Falkner ..... NE
Child-Parent Relations—The Mature Parent—tw-350-2e8"-man-tape—
Mrs. Muriel Lawrence ..... NEA
City Editor's Tip Service—w-mim—
John Clift ..... GFC
Cityscape—w-750—Wolf Von Eckhardt LTWP
Clyde Moore Says—dS-175-orp—
Clyde Moore ..... DF
Coates Column—2tw-500—Paul Coates LTWP
Coe, Richard L. (Drama) ..... LTWP
Coffee Break—w-400-mim—Adeline Daley CHR
Coin Corner—w-400-proof—
J. E. Charlton ..... TNS
Coin Roundup—S-500-ill-mim—
Maurice M. Gould ..... GFC
Coin-Wise—w-1e-2c-350-ill-ilm-orp—
Leon T. Lindheim ..... NNS
College Poll—w-750-mim—
Greenwich College Research Institute .. CF
Con la Ley en la Mano (Column on Law in Spanish)—d-150-man—
Martin J. Ross ..... LAW
Confident Living—w-650-mim—
Dr. Norman Vincent Peale ..... PHS
Congressional Quarterly Almanac—
an-bound volume ..... CQ
Conservation—w-con-700-1000-mim—
Vivian Fletcher ..... WOR-WPS
Consumer Contact—2tw-750-mim—
Arthur E. Rowse ..... CNI
Consumer Protection—w-700-mim—
Senator Warren G. Magnuson & Jean Carper ..... CF
Consumer's Question Box—w-900-mim—
Margaret Dana ..... UFS
Continental Column—w-1c-orp—Chris Wise HF
Continental Diary—w-800-mim—
Noel Anthony ..... NANA
Cooking With Ev—5tw-500-mim—
Evelyn Kirk Kennedy ..... UFS
CQ News Stories—3tw-400-mim ..... CQ
CQ Weekly Report—w-reference and qt index ..... CQ
Criswell Predicts!—dS-500-man-mat—
Jeron King Criswell ..... CRP
Critic At Large—3tw-500-mim-ill—
Sandy Lesberg ..... DF
Crosby Noyes—3tw-750-mim—
Crosby Noyes ..... WSS
Crossroads Report—dexS-100-mim—
D. E. Scott ..... SCO
Curious Facts—d-w-450-mim—
Donald Whitaere ..... CFF
Current Events in the Classroom—w-sea-500-ill-mat-mim—Marvin Lipton TSS
DC Wash—w-man ..... CTN
Daffy Divorces—S-1000-mim—
Dick Hyman ..... HYM
Daffynitions—dxS-6"-mim—Paul H.
Gilbert ..... GFC
Daily Flashback Calendar—dS-1e1¼"-mat—Dick Peeples ..... AF
Daily Language Lesson—dSS ..... HAR
Dateline: Europe—w-mim—
Otto von Habsburg ..... KFS
Dear Abby—dexS-orp—
Abigail Van Buren ..... CTN
Dear Doris—w-600-orp-mat—Doris Clark TNS
Dear Mrs. Mayfield—5tw-1000-mim-tape—Molly Mayfield ..... UFS
Dear Sally—dexS-300-mim-man—
Sally Shaw ..... WLG
Deeds To Admire In The News—cont-var-man—T. Jerome Bishop ..... BIS
Dennis Campbell Column—w-500-mim—
Dennis Campbell ..... CAM
Dick Gregory—w-600-mim
Dick Gregory ..... ALL
DISCussion—w-400-man—various ..... PSS

CLASSIFICATIONS OF FEATURES

Disc Data—w-1c6″-man-mim—Staff ..... JL
Don MacLean Column—6tw-600-mim-
Don MacLean ..... UFS
Do's and Don'ts for Mothers—5tw-150-
200-mim—Dr. Phyllis Hostler ..... CF
Dogs—S-man-ill—Tom McNally ..... CTN
Doing The Right Thing—6tw-350; S-600;
mim—Elizabeth L. Post ..... NE
Down on the Farm—w-650-mim-ilm—
Ed Harris ..... FOR
Dr. Joyce Brothers—w-600-mim—
Dr. Joyce Brothers ..... NANA
Dream Street—sw-2c-man—
Robert Sylvester ..... CTN
Drogin's Humor—3tw-350-mim-orp—
Marc Drogin ..... TSS
Drummond Column—3tw-800-mim—
Roscoe Drummond ..... PHS
Education For Tomorrow—sw-600-mim—
Dr. Earl J. McGrath ..... NNS
Eleanor Lambert's, She—3tw-300-500-mim
—Eleanor Lambert ..... PHS
Entertainment Abroad—w-500-wire—
Robert Musel ..... UPI
Entertainment Features—TV, Stage, Movie
News—w-300-400-man-ill-ilm-tape—
Joan Crosby & Dick Kleiner ..... NEA
Entertainment Whirl—w-var-man—
Buddy Busch ..... BAS
Etc. & P.S.—w-2c3″-man-mim—
Milt Miller ..... JL
Etiquette, Correct Thing—dS-2c-mat—
Elinor Ames ..... CTN
Europe—cont-4pt-orp—various authors .. EUR
European Coverage—tw-500-mim—
Thomas Nuzum and Gene Sherman ... CNS
Everybody's Money—3tw-mim—Merryle
Stanley Rukeyser ..... BHS
Everyday Editorials—d-1800-mim—
Monte F. Bourjaily & Staff ..... GS
Everyday Law—d-150-mim—
Martin J. Ross ..... LAW
"fact or fiction" . . . by Gil—w-300-
mim—Gil Whitton ..... WIL
Family Council, The—dexS-500-mim-
tape—Councilling Groups ..... GFC
Family Finance—5tw-700-mim—
Betty Yarmon ..... WNS
Family Purse, The—w-600-mim—
Lois and Jim Hunter ..... GFC
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Ed Neilan ..... CNS
Fashion World—w-mim—Polly Guerin.. MAU
Features—w—Ida Fried ..... EPS
Federal Corner—w-600-orp—Roulhac
Hamilton ..... DF
Federal Spotlight—d-650-mim—
Jos. Young ..... WSS
Financial—w—Carl Ritter ..... CNS
Fisher-Crowe Report—5tw-800-proof—
D. Fisher & H. Crowe ..... TNS
Fix It Yourself—d-350-printed—
Hubbard Cobb ..... WSS
Fletcher, The 4-H'R—w-1c-mat-orp—
Joe E. Buresch ..... JEB
Flora Lewis Column—3tw-600-mim—
Flora Lewis ..... NE
Food and Your Health—2tw-300-mim—
Frederick J. Stare, M.D. ..... LAT
Food Is Fascinating—w-400-mim—
Sandal & Pritch English ..... ENG
Footlights of Broadway—w-350-mim—
Sid Goldberg ..... NANA
For and About Teenagers—w-3c5-mat—
Staff ..... CSP
For The Fun Of It—w-2c12″-man-
tape-ilm—Jim Crossley ..... NEA
Foreign News Commentary—5tw-500-wire
—Phil Newsom ..... UPI
Freak Squeaks—cont-500-man-ill—
Dick Hyman ..... HYM
From New York—w-mim—
Creighton Peet ..... PT
From Where I Sit—d or w—
Harry S. Donen ..... DHS
From Where I Sit—tw-1000-orp—Samuel
Feinberg ..... FA
Funny Business—d-1⅛; w-
2c1″-ill-ilm—Roger Bollen ..... NEA
Gains and Brains—d-w-145-*190-man—
Estey I. Reed ..... SS
Gardening—S-450-orp—Irwin & Martha
Jones ..... DF
Gary Lautens Column—5tw-500-mim—
Gary Lautens ..... TSS
Global TV—w-500-man mim-7x9
glossy photos supplied—Sandy Raines .. RA
Global View, The—w-300-600-man-ill-
ilm-tape—Leon Dennen ..... NEA
Golden Years, The—w-650-mim-tape—
Thomas Collins ..... GFC
Government Contract Administration—3tw-
600-mim—Porter B. Williamson ..... TRA
Great Ideas From The Great Books—w-750-
mim—Dr. Mortimer J. Adler ..... PHS
Green Thumb, The—1000-d-w-1000—
George "Doc" Abraham ..... ABR
Grover Brinkman Features—w-400-500-
man-8x10 glossy photos—Grover
Brinkman ..... RA
Guest, Edgar A. (Poetry)—d-2c3¾″;
S-2c-mat—Edgar A. Guest ..... WSS
Haber, Joyce (Contemporary Trends) LTWP
Happier Living—d&w-300-mim—
Phyllis Mitchell ..... MIT
Harriet Van Horne Column—3tw-500-mim-
Harriet Van Horne ..... LAT
Harris Survey—w-500-mim—
Louis Harris ..... LAT
Have You Met . . . ?—w-1,200-ill-
2c4½″-1½c3¼″-mim—
Y. L. Tiajcliff ..... NP
Headlines—3tw-500-mim-ill—
Edith Head ..... NE
Health For Today—dexS-500-mim—
Dr. W. W. Bauer ..... CF
Helen Help Us—6tw-mim—
Helen Bottel ..... KFS
Hello Hostess—w-500—Mary Kay Marsh ENT
Hemisphere Report—w-600-mim—
CNS Correspondents ..... CNS
Henry Hazlitt Column—w-600-mim—
Henry Hazlitt ..... LAT
Henry J. Taylor Column—3tw-600-mim—
Henry J. Taylor ..... UFS
"Hey, Troy!"—d-w-300-orp—Troy Miller MLR
Hi-Fi Equipment—dS-400-mim—
Barney Glazer ..... TCN
****Hints from Heloise**—d-mim-S-tps-hpt-mat
colors—Heloise Cruse ..... KFS
Hobbies — w-300-man-ilm—Staff ..... APN
Hobby Hoarse Tales—w-4c5″-man;
S-ps-pt-hps—Frank Del-Witt ..... HT
Hollywood—w-In Spanish, English &
Portuguese—Inez & Cecilia Pedroza .. PED
Hollywood—dS-var-by wire-mim-man—
Dorothy Manners ..... HHS
Hollywood—dS-mim—Dorothy Manners— KFS
Hollywood—d-man; S-man-ill ..... CTN
Hollywood Beauty—sw-S-500-mim-ill—
Lydia Lane ..... LAT
Hollywood Calling—(your city or country)
—w-500-mim—Inez & Cecilia Pedroza PED
Hollywood Choo Choo—w-mim
—Bobby Maurice ..... MAU
Hollywood Heartline—dS-400-mim—
Barney Glazer ..... TCN
Hollywood Informer Column—w-500-mim—
John Austin ..... HIS
Hollywood—Movies-TV
tw-500-600-2c12″-man-tape-ill-
—Dick Kleiner ..... NEA
Hollywood Report—d-60-mim—
Robert Bradford ..... MCN
Home Line—5tw-S-300-mim—
Dorothy Rite ..... LAT
Homemaker's Humor—w-200-mim—
Ann Rudy ..... CNS
Home Town Flavor (quoting country
editors)—w-400-mim-ilm ..... HTF
Homes Decorating—S-ps-orp-ill—Jenice
Jordan ..... DF
Housing News—w-500-mim—
Hugh L. Morris ..... MNS
How's Business?—w-250-300-mim-ill—
Babson Staff ..... PFB
How To Get Money For College—w-60-
mim—Dr. Benjamin Fine ..... BM
Hy Gardner Calling—3tw-800-
mim—Hy Gardner ..... PHS
I Beg To Differ—3tw-500-mim
Frank Lowe ..... CWF
I Remember—w-1c7″-mat-ill—Staff .... CSP
If Your Name Is — d-w-470—man-mim—
Ann Reynolds, Ph.D. ..... RFS
If You Were the Judge—d-500-mim-ill—
Jack Strauss ..... BM
In America—ind-600—Charles
Mitchelmore ..... FA
In Orbit—cont-500-man-mim—
T. Jerome Bishop CII
In The Spotlight—w-400-mim—David O.
Alber ..... ALB
In Washington—4tw-mim—Ralph de
Toledano ..... KFS
Income Tax for the Worker—d-500-mim RGB
Income Tax Series—an-800-1c25″-
man-tape-ill-ilm—Ray De Crane .... NEA
Increasing Your Income—w-600—Claire
Virginia Ronse and Wallace C. Taylor CIT
Indoor Gardening—w-750-ilm-mim—
Katherine B. Walker ..... PHS
Inez Robb Column—tw-500-mim-
tape—Inez Robb ..... UFS
Inside Humor—d or w—Harry S.
Victor Riesel ..... PHS
Inside Labor—5tw-700-mim—Victor
Riesel ..... PHS-CWF
Inside Report—5tw-800-mim—Rowland
Evans & Robert D. Novak ..... PHS
Inside The Economy—3tw-600-mim—
Joseph R. Slevin ..... NE
Inside Washington—3tw-mat-
proofs—Henry Catheart ..... CP-KFS
Inside Washington—4tw-800-mim—
Robert S. Allen & John Goldsmith .. PHS
Insurance Simplified—w-300-mim—
Saul Sokol ..... DF
Interior Decorating—tw-mim-400-ill—
Betty Pepis ..... BM
Interior Motiffs—2tw-600-mim-ill—
Barbara Taylor Bradford ..... NE
Interviews—irr-var-mim ..... AFP
International Affairs—3tw-500-mim —
Royce Brier ..... CHR
Inventions—Modern Magic—
w-500-mim-Staff ..... BNH
Isn't It The Truth?—w-2c12″-4c12″-
mim—Charles Rehns ..... REH
Isn't It The Truth!—d-100-mim—
Carl Riblet, Jr. ..... RI
Israel Newsletter—w-800-mim—
Eliahu Salpeter ..... JTA
It Happened Last Night—dS-750—mim-
—Earl Wilson ..... PHS
It Seems To Me—w-500-mim—
David C. Gardner ..... GA
It's Child's Play—w-250-1c, 2c-ilm-mim—
Arnold Arnold ..... NNS
It's a Cockeyed World—2c5-mat—
Joe Kaliff ..... AMF
It's A Funny World—w-800-mim—
John Crosby ..... NE
It's My Opinion—3tw-mim—
Irene Corbally Kuhn ..... KFS
It's News to Me—3tw-400-500-mim—
Herb Caen ..... CHR
It's The Law—cont-500-man-ill—
Dick Hyman ..... HYM
It's Your Landscape—w-400-ill-mim-
ilm—George Creed ..... PHS
J. F. terHorst Column—sw-600-
mim ..... NANA
Jeane Dixon Horoscope (and Predictions)—
dS-500-orp—Jeane Dixon ..... NE
Jest Browsing—sw-600-orp—
Jack Posner ..... POS
Jimmy Breslin's New York—3tw-700-man-
mim; eoS-700—man-mim; m-2000-man-
mim—Jimmy Breslin ..... LOR
Job Talks—w-350-orp—Bets Willson .... DF
Jobs Unlimited—w-200-2c7″-orp-ill—Justin
Manning ..... FOU
John Keasler—5tw-mim—
John Keasler ..... MCN
Joyce Haber Column — 5tw-600-mim — Joyce
Haber ..... LAT
Joys & Jolts of Retirement—w-600-mim—
Theodore Schuchat ..... NANA
Just Something Pretty (Flower Arranging)
—w-ill-mim—Cindy Smith ..... CRE
Karikature Karnival—w-1c6″-200-bio-with
Caricature-ilm—Joe Kaliff ..... AMF
Karikaturettes—w—Staff ..... AMF
***Kingsbury Smith**—3tw-mim—Kingsbury
Smith ..... KFS
Kitchen Cynic—5tw-2c6″-mim—
Bern Sharfman ..... AMF
Know-It-All, by Cecelia—w-300-400-mim—
Norma Gleason ..... GLE
Know Your Hemisphere—w-450-mim-
CNS correspondents ..... CNS
Las Vegas Limelight—1c—Barney Glazer TCN
Latin American Column—w-var-man—
Barry Bishop ..... CTN
Latin News Roundup—(in Spanish and
English)—w-750-mim ..... CNS
Law Briefs, The—d-150-500-mim-orp-gal—
Martin J. Ross ..... LAW
Law Brief For Business, The—d-150-man—
Martin J. Ross ..... LAW
Lawrence Dispatch—5tw-850-mim—
David Lawrence ..... PHS
Lawrence Fertig—S-750-mim—
Lawrence Fertig ..... CF
Lesson in English—dexS-mim-115-400-man
—W. L. Gordon ..... WLG
Let's Ask Gil—w-500-mim—Gil Whitton WIL
Let's Explore Your Mind—d-1c-2c-300-
ilm; S-300-hpt-tps-ill-ilm-mat-tape—
Sylvanus and Evelyn Duvall ..... NNS
Life Begins At Forty—5tw-600-mim—
Robert Peterson ..... MCN
Lifeline—d or S-600-700-man-ill—Justin Man-
ning ..... FOU
Lippmann Column—m-1500-mim—
Walter Lippmann ..... LAT
Listen Americans—w-500-man—
Dr. George S. Benson ..... NEP
Little Old New York—Broadway—
tw-man—Ed Sullivan ..... CTN
Look Smart!—w-500-mim-ilm—Harry
Juster ..... RTS
Looking Ahead—w-500-man—
Dr. George S. Benson ..... NEP
Looking At Washington—w-2c-man-tape—
Editors ..... EC
Lou Edman Describes—w-700-man—
Lou Edman ..... EDM
Love on Life—S-1,000-mim-Philip
H. Love ..... BM
Love On Life—w-700-mim—
Philip H. Love ..... NANA
Luces de Broadway—w-2c-tab-mim
(In Spanish) Horacio Estol ..... PPN
Lyons Den, The—d-850-mim-
Leonard Lyons ..... PHS
Magic Carpet Over Broadway—dS-2c6″-mat-
man—Joe Kaliff ..... AMF
Make Up Your Mind—6tw-250-man—
Arthur Henley ..... CTN
Man's World—w-2c-man—Everett Mattlin CTN
Marianne Means' Washington—3tw-mim—
Marianne Means ..... KFS
Marianne Means' Washington—S-700-mim-
man—Marianne Means ..... HHS
Mary Haworth's Mail—5tw-mim—
Mary Haworth ..... KFS
Mary McGrory—3tw-750-mim—
Mary McGrory ..... WSS
Mary Merryfield Column—S-man—
Mary Merryfield ..... CTN
Masterpiece Gallery—w or S-600-man-orp—
Robert Kent ..... FOU
Male Call—w-700-mim—Lester Samuel .. CIT
Max Lerner Column—3tw-600-mim—
Max Lerner ..... LAT
Maybe The Week Will Get Better —
S-man—Elmer Muffwinkle ..... CTN
McGrady Column—w-1000-mim-orp—
Mike McGrady ..... NE
Medical Memos—5tw-150-mat-ill—
H. L. Herschensohn, M.D. ..... LAT
Mexican News Roundup—w-450-mim—
Jed Linde ..... CNS
Military Analysis—w-1000—
Brig. Gen. S. L. A. Marshall .... LTWP
Mind Your Own Business—3tw-600-mim—
Pat Murphy ..... NE
Mini-Parade of the U.N.—w-150-mim-ill—
Jeanette Ver Meulen ..... CIT
Mockridge Column, Norton—5tw-700-mim—
Norton Mockridge ..... UFS
Modern Almanac, The—w-man—
Herb Daniels ..... CTN
Mohr About Fashion—3tw-350-man-ill—
Berta Mohr ..... MOH
Moley Column—sw-500-mim—
Raymond Moley ..... LAT
$Money Talks$—w-300-mim—Frank G. Spa-
done ..... COI
Money Clips—w-2c9″-man-tape-ilm—
Mort Reed ..... NEA
Moore About Adam & Eve—tw-200-
mim—Cullen Moore ..... CMS
Morning Report—d-100-mim—
Abe Mellinkoff ..... CHR
Morrie Ryskind Column, The—2tw-750-
mim—Morrie Ryskind ..... WSS
Mostly About Dogs—S-man-ill—
Tom McNally ..... CTN
Mostly About People—w-500-mim—Walt
Schmidt ..... OHF
Motion Picture Column—6tw-450-mim—
James Meade and Dave McIntyre .... CNS
Movie Column—S-500-wire—
Bosley Crowther ..... NYT
Movie Life—sw-var-mim—
Staff ..... EPC
Mr. Billopp—d-300-man—
Frances F. Beirne ..... FJM
Mr. Meltzer on Real Estate—w-800-
mim—Bernard C. Meltzer ..... RTS
Music Informer—w-500-mim—
Julian Osberg ..... HIS
Music Whirl—m-var-man—Buddy Basch BAS
Mutual Funds—w-600-mim—
William Doyle ..... UFS
My New York—3tw-mat-proof—Mel
Heimer ..... CS
Nason on Education—3tw-400-mim—
Dr. Leslie J. Nason ..... APN
National Whirligig—d-mim-1200-tape-w-
800-tape—Andrew Tully ..... BM
Nature—w-375-orp-ill—Edward S. Thomas DF
New Ideas—Products—w-2c5″-500-man-
mim—Staff ..... JL
New Products—w—Ida Fried ..... EPS
News Dispatches on Topics of Current
Interest—dexS-300-600-mim-ill-ilm-tape
—Ray Cromley, Dick Kleiner, Leon Dennen,
Bruce Biossat, Tom A. Cullen, Gaynor Mad-
dox, Rosette Hargrove, Robert Cochnar,
Tom Tiede, Roger Doughty, Joan Crosby,
Boyd Lewis ..... NEA
News Focus—4tw-875-mim—
Charles Bartlett ..... PHS
News Futures—w-mim-1000—Staff ..... EDS
News Futures—w-mim-1000—Staff ..... CQ
News Notes—w-2c9″-man-tap—Staff .... EC
News of Broadway & Hollywood—m-hps-
orp—Phil Kalker ..... AEW
News Report From Washington—w-2c6″-
man—Edward H. Sims ..... EC
New York Theatre Letter—S-man—
John Chapman ..... CTN
Non-fiction quality background material . ECI
Nonsense (Name of State) (About Zany
Laws in various states)—cont-500-man-
ill—Dick Hyman ..... HYM
Notes on the News—d-1c2¾″-mat-orp—
Charles D. Pearson ..... PEA
***Now See Here!**—5tw-mim—
Bert Bacharach ..... KFS
Oceanography—w-500-mim—
Paul Corcoran ..... CNS
Of All Places—w-750-mim-ill-
Horace Sutton ..... PHS
Of Science & The Universe—The Eternal Liv-
ing God—w-500-mim—Staff ..... BNH
Of Smith and Men—3tw-400—
Jack Smith ..... LTWP
Off Beat Diary—w-450-mim—
CNS correspondents ..... CNS
Off The Beaten Track—w-325-mim-ill—
Bernard Gelman ..... GE
Office Cat—d-w-sw—Edgar A. Moss .... MOF
Old and New-mismatics—w-4c5″-man;
S-ps-pt-hps—Katherine Schilling ..... HT
Olympic Skiing For You—sw-250-1c, 2c-
mim-ilm—Robert Beattie ..... NNS
On The Arts—2tw-900-mim—Emily Genauer
..... NE
***On the Line**—6tw-mim—
Bob Considine ..... KFS
On the Line—dexSat.-mim-var by wire-man
—Bob Considine ..... HHS
On The Right—3tw-mim—Wm. Buckley KFS
On The Town—5tw-man—
Charles McHarry ..... CTN
On The Wire—2tw-750-mim-ilm —
John J. Westley ..... DB

In World Affairs—3tw-mim—
Edgar Ansel Mowrer ..... BM
Only Human—5tw—Sidney Fields ..... CTN
Only In America—3tw-600-700-mim—
Harry Golden ..... BM
Opportunities Unlimited—6tw-mat-proof—
Roberta Fleming Roesch ..... KFS
Orben's Hot Lines—dexS-150-mim—
Robert Orben ..... NE
Ottawa Comment—5tw-800-proof —
Lubor Zink ..... TNS
Our Man Hoppe—3tw-500-mim—
Art Hoppe ..... CHR
Our Religions—w-500-mim—
Dr. Carlyle Adams ..... RTS
Outdoor Report—w-600-orp--ill—Ed
Hutchins ..... DF
Over the Counter—S-500-wire—Staff .. NYT
Owl Laffs—w—Staff ..... MOF
Pan American Report—6tw-450-mim—
CNS correspondents ..... CNS
Panorama—w-700-mim—David Schwartz..JTA
Parents and Children—sw-250-1c-2c-ilm-mim
—Arnold Arnold ..... NNS
**Parents Ask—From the Gesell Institute
of Child Development**—5tw-50-mim-
Louis Bates Ames, Ph.D. ..... PHS
Parents' World—5tw-350-400-mim—Dr.
Eve Jones ..... BON
Patents—Sat-500-wire—Stacy Jones .. NYT
Past Sixty—w-sw-700-man—Meg Hale . HAL
Patches of Brier—w-500-600-mim—Warren J.
Brier, Ph.D. ..... CIT
Patt-O-Graphs—dexS-var-50-125-mim-ill—
Dave Patterson ..... PAT
People and Problems—d-150-500-man—
Martin J. Ross ..... LAW
People Are Funny—dexS-100-mim—
Art Linkletter ..... CF
Personal Finance—2tw-700-wire-staff .. NYT
Personality Spotlight—dexS-400-wire—
Staff ..... UPI
Pet Doctor—d-1c6″-mat—Dr. A. W.
Moller ..... APN
Pet Notes—w-1000-man—Dr. Laniel .. MCN
Point of View—w-500-mim—
Norma Gleason ..... GLE
Pointers and Patterns—S-tps-hpt-
mat-ilm—Polly Cramer ..... NEA
Political Parade—w-1000—
David S. Broder ..... LTWP
Politics & People—w-3c-1c-orp—
Thomas O'Neill ..... FJM
Polyanna—d-w-sw—Staff ..... MOF
Pop Goes The World—sw-mim—
Danilo Vasquez ..... EPC
Potomac Fever—d-200-man
Jack Wilson ..... RTS
Public's Opinion, The—w-500-mim—
John Kraft ..... NNS
Pull Up a Chair—5tw-500-man-tape—
Frank Jay Markey ..... MCN
Putting My Knows to the Grindstone!—
w-4c5″-man; S-ps-pt-hps—
Frank Del-Witt ..... HT
Quest For Youth—w-500-mim—Staff ..... BNH
"Quote & Unquote" humorous capsule
book reviews—w or dexSat.-600-w-
100d-mim—Edwin T. Grandy ..... GBR
Quotes From the News—6tw-200-wire—
Staff ..... UPI
Rafferty Column—w-500-mim—Dr.
Max Rafferty ..... LAT
Rainespout—w-700-mim-some 7x9-8x10
glossy photos supplied—Sandy Raines .. RA
Ralph McGill Column—dS-650-mim—
Ralph McGill ..... PHS
Ramblin' Veeck—w-750-mim—
Bill Veeck ..... PHS
Reader's Courtroom—dexS-300-mim-tape
—Henry B. Rothblatt, LLD ..... GFC
Reading For Knowledge—dS-400-mim—
Barney Glazer ..... TCN
Real Estate—w-500-wire—John Pierson .. UPI
Records and Tapes—dS-400-mim—
Barney Glazer ..... TCN
Red World, The—w-500-mim—
Mark Gayn ..... TSS
Religion—w-500-wire-(for afternoon
papers)—Louis Cassels ..... UPI
Religion in Review—w-2000-mim—Staff .. RNS
Report From Europe—w-man—
Arthur Vesey ..... CTN
Report From Washington—3tw-man—
Walter Trohan ..... CTN
Reppertee—S-800-mat-ill-orp—
Ralph Reppert ..... FJM
Reston Column—3tw-750-wire—
James Reston ..... NYT
Round Up of World News—w-var-mim—
David Horowitz ..... WUP
Rowan Column—3tw-800-mim—
Carl T. Rowan ..... PHS
Roy Wilkins Column—w-750-mim—
Roy Wilkins ..... RTS
Rusk Column—S-500-wire—
Dr. Howard Rusk ..... NYT
Rx For Sick Marriages—dexS-50-mim—
Dr. Connor G. Cole ..... CF
Sahara Bulletin—sm-var-mim ..... AFP
Salute—w-700-mim—Jerry T. Baulch .. APN
Sam Says—5tw-500-mim—Sam Siciliano ..SAS
Say It Straight!—w-600-mim—
Victor Lasky ..... NANA
Science Column—S-500-wire—
Walter Sullivan ..... NYT
Science and You—S-400-wire—
Joseph L. Myler ..... UPI
Science In Focus—w-500-orp-ill—
Tom Fennessy ..... PF
Science Today—5tw-400-wire—
Delos Smith ..... UPI
Secrets of Charm—d-1c-2c-300-ill-ilm;
S-4c8″-mat-tape—
John Robert Powers ..... NNS
Security for You & Veterans Guide—
3tw-400-mim—Martin E. Segal ..... APN
Senator Soaper Says—dexS-600-mim—
Harold Heffernan ..... NANA
Senior View, The—w—San Siciliano ... SAS
Serving Seniors—sw-700-mim—
Esther & David Elston ..... WIL
Shape of the News—w-700-mim—
Edward P. Morgan ..... NE
Silver Lining—w-650-mim—
Rabbi Samuel Silver ..... SAF
Slim Chance University—w-3c-4c-150-600-
mat-ill-mim—David S. Patterson .... PAT
Small Worlds Around Us—d-500-mim—
Lynn M. Watkins ..... RTS
Smith, Cecil (Drama) ..... LTWP
So That's Why—w-man—Gwen Morgan .. CTN
Social Assignments—Staff ..... CNS
Solunar Tables—w-500-mim-ilm—
Richard Alden Knight ..... RTS
Southwest Features—Staff ..... CNS
Space Age Report—6tw-400-mim—
Frank Macomber ..... CNS
Space I. Q.—dexS-500-mim—
William Weiser ..... CF
Spanish Language Report—w-450 ..... CNS
Speaking Frankly—tw-500-mim—
Mary McGrath ..... UFS
Sport Scene—3tw-2c7″-man-mim—
Lee James ..... JL
SportShelf—w-1c6″-man-mim—Jeff Lee ... JL
Sports Before Your Eyes—d or w—
Harry S. Donen ..... DHS
Sports Column—dS-500-wire—
Arthur Daley, Robert Lipsyte ..... NYT
Sports Columns—3tw—
Jack Murphy & Paul Corcoran ..... CNS
Sports Postpaid—w-1c9″-man-ill—
Milt Miller ..... JL
Spotlight On Education—w-3tw-d&S-
750—Arthur S. Green ..... GRE
Spotlight On Education—w-800-mim—
Dr. Benjamin Fine ..... NANA
Stamp & Coin News From America—
w-500-offset ..... WEI
Stars and Lovers (Questions & Answers)—
w-3c-1000-mim—Cullen Moore ..... CMS
State of Affairs—3tw-700-mim—
Clayton Fritchey ..... NE
Steinbeck Letters—irreg-800-mim—
John Steinbeck ..... NE
Stitchin' Time—w-2c-ill-ilm—
Joanne Schreiber & Judy Love ..... NEA
Stories Behind Words—dS-125-mim—
Wm. S. Penfield ..... WHE
Strength For Today—dexS-250-mim—
Dr. Earl L. Douglass ..... CF
Strictly Fresh—w-150-1c4″-man-mat-ill—
Staff ..... NEA
Strictly Personal—5tw-500-mim—
Sydney J. Harris ..... PHS
Success On The Job—w-500-man—
E. A. Butler ..... CTN
Success Vitamins—w-2c6″/1c3″-orp-
ill—Justin Manning ..... FOU
Sugar and Spice—dexS-30-mim—
Elinor K. Rose ..... AF
Sugar and Spice—w-600-orp-mat—
Bill Smiley ..... TNS
Sulzberger Column—3tw-750-wire—
C. L. Sulzberger ..... NYT
Sum and Substance—w-750-mim—
Rev. John B. Sheerin, C.S.P. ..... NCW
Sunday School Lesson—S-750-mim—
Dr. Earl L. Douglass ..... CF
Suzy Says—6tw ..... CTN
Swinging Set—3tw-300-500-mim—
Sylvie Reice ..... PHS
Take a Break—cont-var-man-mim—Staff BIS
Teen Manners—w-400-mim—Pat Davis .. CNS
Television Column—S-500-wire—
Jack Gould ..... NYT
Television Informer—w-550-mim—
John Austin ..... HIS
Teen-age Mail—3tw-500-mim-on tape—
Dorothy Ricker ..... RTS
Teenagers Say—w-1000-mim—
Lester Rand ..... YR
Test Your English—d-200-mim—
Carroll H. Jones ..... RTS
That's For Sure—3tw-400-mim—
Charles G. Griffo ..... TPI
The Battle and The Breeze—5tw-600-
mim—Celestine Sibley ..... WNS
The Doctor Says—Medical Column—
5tw-550-2c7″-man-tape—
Wayne G. Brandstadt, M.D. ..... NEA
The Justice Said—3tw-100-mim—
M. R. Williams ..... LAT
The Legal Way—w-500—
Edward Demson ..... CNS
**The "Low Down" From the Congressional
Record**—w-600-orp—Joe Crump ..... CRU
The Lighter Side—5tw-400-wire—
Dick West ..... UPI
The Morrie Ryskind Column—2tw-750-
mim—Morrie Ryskind ..... WSS
The Needle—6tw-100-mim—
Harold Coffin ..... APN
The Park Bench Philosopher—tw-var-mim-
ill—David S. Patterson ..... PAT
The Sixties—w-750-mim—
William Wallace ..... WAL
The Street—w-800—Sidney Rutberg ..... FA
The Social Critic—w-800-mim—
Martin L. Cross ..... NFS
The Tube—w-1000—Rex Reed ..... FA
The View from Europe/68—w-ill-mim-
man—Bob Popelka ..... THV
The View From Point Blank—tw-250-
300-mim—John K. Young ..... CIT
The Well Child—Medical Column—w-550-
2c7″-man-tape—
Wayne G. Brandstadt, M.D. ..... NEA
The Witching Post—w-600-man-orp—
Hugh Mann VIV
The Woman Traveler—w-600-mim-ill—
Frances Koltun ..... PHS
The Worry Clinic—d-2c-mat-mim—
Dr. George W. Crane ..... MCN
Theatre—S-700-man—William Glover .. APN
Theatre—S-500-wire—Walter Kerr .... NYT
Theatre—ind-500—Martin Gottfried ..... FA
Theatre By George!—w-600/700-mim—
George Fenmore ..... CIT
These Days—5tw-mim—John Chamberlain KFS
These Rights Are Yours—3tw-500-mim—
Porter B. Williamson ..... TRA
They Said That It Couldn't Be Done—
cont-var-man—T. Jerome Bishop ..... BIS
this an' that—w-tape—Earl Akin ..... TER
This Is Man—sw-var-mim-ill—
Jose Rios ..... EPC
This Week Tongue In Cheek—w—
Howard Tedder ..... TOS
This World of Ours—w-750-mim—
Richard F. Pattee ..... NCW
Three Minutes A Day—dS-150-man—
James Keller ..... MCN
Through The Looking Glass—tw-1000-
mim—News Portraits ..... NP
Timely Quotes—dexS-150-1c3½″-man-
tape—Celebrities ..... NEA
Tips—w-mat-orp-1c-2c—
Ken Reynolds ..... REY
To Be Equal—w-600-mim—
Whitney M. Young, Jr. ..... NAT
To The Point—3tw/S-350-mim-tape—
Russell Kirk ..... GFC
To Your Good Health—dS-750-mim—
Dr. Joseph G. Molner ..... PHS
Today's Education—S-750-mim—
Dr. Robert E. Wilson ..... CF
Today's Index—dS-1⅞″-mat—
Dick Peeples ..... AF
Today's Sports Parade—6tw-400-wire—
Milton Richman ..... UPI
Today's Teens—w-300-mim—Lester Rand ..YR
Today's Women—sw-500-by wire—
Joy Miller ..... APN
Tommy James Ad Lib—w-man-500—
Tommy James VIV
Tomorrow's Bridge Today—dS-500-mim-
ilm—William Seamon ..... RTS
Tomorrow Is Friday—w-700-mim—
Virginia Myers ..... HNF
Top View—tw-400-mim ..... MCN
Topical Medicine—irr-var-mim ..... AFP
Topics—irr-var-mim ..... AFP
Totaling Things Today—w-300-man—
Cameron Sequoyah ..... SEQ
Travel Column—w—Richard Joseph ..... CTN
Travel Informer—w-350-mim—
Julian Osberg ..... HIS
Trials and Tribulations (Legal)—3tw-300-
mim—Florence K. Parker ..... AD
Tricks Of The Trade—w-ill-mat-mim—
Dan Tyler Moore ..... BM
Truth for Today: Let's Ask The Bible—
d-400-mim—A. G. van Campen ..... GS
Try And Stop Me—6tw-mat-proof—
Bennett Cerf ..... CP-KFS
TV Notebook—w-450-550-1c6½″-man-
ill-ilm-tape—Joan Crosby ..... NEA
TV Personalities—d-300-man-ill-ilm—
Frank Langley, Stan Maays ..... NEA
TV Preview for Next Week—w-500-600-
man ..... NEA
TV Scout—Television Preview Service—
d-500-600-man ..... NEA
Two Minute Mystery—d-w-300-350-mim—
24 part series-col-mim—Donald J. Sobol TM
U-Bild Enterprises—dS-var-man-mim-ill—
Steve Ellingson ..... DF
U-Bild-It—dS-var-man-mim-ill—
Steve Ellingson ..... UB-MS
Under Twenty—w-8 separate cols -500-
mim—Kurt Lasson and others ..... CF
United Nations News—tw-2c5″-man—
Arthur Gershon ..... CMI
U.N. Features—w-ind-500-750-mim-man-
var—Charles P. Howard, Sr. ..... HNS
Variety—irr-var-mim-(Span. or Eng.) .. AFP
Vaughan at Large—3tw-600-mim—
Bill Vaughan ..... BM
Veterinary Journal—w-500-mim—
Dr. William Bone, DVM ..... WIL
Video Vignettes—w-2c5″—
Marcia Michels ..... AMF
Views of Sport—5tw-800-mim—
W. W. "Red" Smith ..... PHS
Vincent Price On Art—w—Vincent Price CTN
Vintage Years, The—w-4c (separate)-
500-mim—R. O. Beckman ..... CF
Vinetas Norte Americanas—w-2c-tab-
(In Spanish)—Horacio Estol* ..... PPN
***Voice of Broadway**—6tw-mim—
Jack O'Brian ..... KFS
Walter Winchell Everywhere—5tw-600-
mim—Walter Winchell ..... MCN
Washington—w-500-mim-var—
Vera Glaser ..... WNS
Washington Beat—w-800-mim—
Leslie Carpenter ..... PHS
Washington Calling—tw-750-mim-tape—
Marquis Childs ..... UFS
Washington Capital News Service—6tw .. UPI
Washington Column—dexS-600-2c10″-
man-tape—Bruce Biossat, Ray
Cromley ..... NEA
Washington Insight—3tw-875-mim—
Joseph Kraft ..... PHS
Washington Merry-Go-Round—dS-600-
mim-tape—Drew Pearson & Jack
Anderson ..... BM
Washington Notebook—w-600-1000-3c6″-
man-tape-ill-ilm—Noel Grove ..... NEA
Washington Scrapbook—w-man—
Walter Trohan ..... CTN
Watch Dog—w—Staff ..... MOF
We Like This Plan Because . . .—w-2c-
3c-mat-orp-ill—Hiawatha Estes ..... NPB
Week In Finance—S-500-wire—
Thomas Mullaney ..... NYT
Week in Religion, The—w-900-var-mim RNS
Week in Review, The—w-500-wire—Staff ..UPI
Western and Equatorial Africa—sm-var-
mim ..... AFP
What About Retirement—w-500-mim—
Frank Corrick ..... CNS
What Kind of World?—w—Dr. Robert
Maynard Hutchins ..... LAT
What Would You Do—IF . . .?—
cont-var-man—T. Jerome Bishop .... BIS
What Young People Think—w-600-ilm—
Nancy Gilbert ..... APN
What's In Your Name?—3tw-350-400-
mim-mat—Sanson Institute of Heraldry AD
What's Your Problem?—d-w-500-mim—
Linda Lawrence ..... RFS
Why Grow Old?—dS-500-mim-tape-ill—
Josephine Lawman ..... RTS
Wicker Column—3tw-750-wire—
Tom Wicker ..... NYT
Widener Column—3tw-mim—
Alice Widener ..... USA
William S. White Column—Washington—
tw-650-mim-tape—William S. White .. UFS
Will's weekend almanac—w-500-mim—
Will O. Creek, Jr. ..... WIL
Win At Bridge—dexS-400-1c12″-ill-ilm-
man-tape—Oswald & Jim Jacoby .... NEA
Wisdom in the Street—2c4″-2c6″-mim
—Charles Rehns ..... REH
Woman to Woman—5tw-400-wire (for morn-
ing papers)—Patricia McCormack .... UPI
Women Now—5tw-man-Dorothy Roe .. CTN
Women's Wear Daily—3-d-var-ill ..... FA
Women's World—w-500-mim ..... WNS
Wonderful World of Animals—
d-500 or S-800-mim-ilm—Dr. Frank
Miller, D.V.M.; Hubert Buel, Artist CHR
Words, Wit & Wisdom—dexS-300-mim—
William & Mary Morris ..... LAT
Working Girl's Notebook—5-tw-man—
Marion Odmark ..... CTN
World Affairs—w—Vice Adm.
Ruthven E. Libby ..... CNS
World Lookout—w-special service from
the U.N. ..... WOR
World This Morning, The—6tw-500-wire—
Staff ..... UPI
World Today, The—dexS-50-by wire—
James Marlow ..... APN
World's Week—w-500-mim—
Copley News Service ..... CNS
Worry Clinic, The—dexS-mim-650--man-ill-
ilm-tape—Dr. George W. Crane ..... HPS
Would You Believe . . .?—tw-300-350-mim—
Frederick Philcox ..... CIT
Writer's World—fn-800-ill-mim—
Morton Serf ..... EUR
Yardstick, The—w-750-mim—
Msgr. George G. Higgins ..... NCW
Years of Fulfillment—w-600-800-mim—
Henriette Kish ..... WNS
You and the Law—d-300-500-man—
Martin Ross ..... LAW
You, Your Child and School—w-500-wire—
David Nydick ..... UPI
Young Hobby Club—d ex S-250-1c-
mim-ilm—Cappy Dick ..... PHS
Young Ideas—w-600-mim—Jeanne Sakol WNS
Young Moderns—w-400-man-ill-ilm—
Vivian Brown ..... APN
Your Baby & Mine—d-500-mim-tape; S-
600-mim-tape—Myrtle Meyer Eldred . RTS
Your Dental Health—w-550-2c7″-man-
tape—Dr. William Lawrence ..... NEA
Your Education Forum—w-600-mim—
Dr. Benjamin Fine ..... NANA
Your Family and You—d-500-mim-ill—
Dr. Paul Popenoe ..... NNS
Your Income Tax—w-sea-500-mim—
Arnold Mandel, C. A. ..... TSS
Your Life And Mine—3tw-500-mim—
Phyllis Mitchell ..... MIT
Your Money's Worth—5tw-600-mim—
Sylvia Porter ..... PHS
You're Telling Me—6tw-proof-mat—
William Ritt ..... CP-KFS
You're The Skipper—w-700-ill-min—
John Bohannan ..... PHS-CWF
Youthful Viewpoint, The—w-1000-mim—
Lester Rand ..... YR

CLASSIFICATIONS OF FEATURES

12—COMICS

Abbie An' Slats—d-4c2⅛"-5c2⅝"; S-hps-tp-pt-mat—Raeburn Van Buren .... UFS
Adventures of Tiny Turtle—dexS-5c1" mat-orp—Brint Schorer, Jr. ..... TIN
Aggie—d-4c; S-tps-hpt-mat—Roy Fox ..... CTN
Air Hawk—dS-hps-ilm—Alan Foley (Australia) ..... BPS
Akwas—S-hps-tps-pt-mat—Mike Roy ..... CF
Americana—tw-500-mim—John Sinor .. CNS
Andy Capp—d-4c2⅛"-5c2⅝"; S-tps-hpt-mat—Reggie Smythe ..... PHS
Andy Capp—w-hpt-tps-mat—Reg. Smythe MIL
Animal Crackers—d-4c-3c-mat—Roger Bollen ..... NNS
Apartment 3-G—d-4c-5c; S-pt-hps-tps-mat—Alex Kotzky .....PHS
***Archie**—d-4c; S-pt-hps-tps-½t-gph-mat—Bob Montana ..... KFS
Art Column—S-750-wire—John Canaday ..... NYT
Art, Et Cetera—w-1000—Chauncey Howell ..... FA
Avengers, The—dS-hps-ilm—R. Dickens (London) ..... BPS
B.C.—d-4c-5c; S-pt-hps-tps-mat—Johnny Hart ..... PHS
Babe 'N' Horace—S-hps-hpt-mat-ill—Les Carroll ..... NEA
****Barney Google and Snuffy Smith**—d-4c; S-hps-tps-pt-qph—Fred Lasswell ..... KFS
Batman & Robin—dS-4c-5c-hps-tps-pt-mat-orp—Bob Kane ..... LED
Bat Masterson—d-4c-S-hps-tps-pt-mat—Herron and Nostrand ..... CF
Batman—d-4c-In Spanish—Bob Kane ..... PPN
****Beetle Bailey**—d-1c-5c; S-tps-hps-pt-mat—Mort Walker ..... KFS
Berrys, The—d-4c; S-pt-hps-tps-mat—Carl Grubert ..... PHS
Better Half, The—d-2c2½-mat; S-pt-hpt-tps-mat—Bob Barnes ..... RTS
***Big Ben Bolt**—d-4c-mat; S-hps-tps-pt-mat—John Cullen Murphy ..... KFS
Big George—d-2c-ilm; S-pt-hpts-tps-mat—Virgil Partch ..... PHS
***Big Sister**—d-4c-5c—Bob Naylor ..... CP
***Big Sister**—d-4c/5c—Bob Naylor ..... KFS
Blondie—d-4c-5c; S-hps-tps-pt-mat—Chic Young ..... KFS

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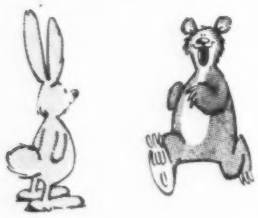

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"Bonzer U"—6tw-4c-mat-orp—Kearney Egerton ..... LAT
Boots—S-hps-tps-hpt-mat—Les Carroll ..... NEA
Boy and Girl—dexS-2c2"-mat—John Rouson ..... GFC
Brenda Starr—d-4c-5c; S-tps-pt-mat—Dale Messick ..... CTN
Brick Bradford—d-4c; S-pt-hps-tps-mat—Paul Norris ..... KFS
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***Bringing Up Father**—d-4c; S-pt-hps-tps-mat—Kavanagh-Fletcher-Camp ..... KFS
Bugs Bunny—d-4c2⅛"-mat; S-hps-tps-pt-mat ..... NEA
Bunion—d-3c1½; d-4c2¼-mat—Jack Martin ..... TSS
Bunion—d-3c-4c-mat—Jack Martin ... NNS
***Buz Sawyer**—d-4c-5c; S-hps-tps-pt-¼ horizontal-mat—Roy Crane ..... KFS
Capitaine Bonvent—dexS-4c2"-mat—P. J. Kuhn ..... DWL
Cappy Dick—S-pt-hps-tps-mat—Cappy Dick ..... PHS
***Captain and the Kids, The**—*S-hps-tps-pt-hpt-mat—John Dirks ..... UFS
Captain Bob's Adventures—d-7⅛"x2¼" (also 7"x2")-glossy-mat-plastic plates separate-mim text ..... VAZ
Captain Easy—d-4c2⅛"-mat; hps-tps-pt-hpt-mat—Leslie Turner ..... NEA
Cap'n Knot—d-4c-orp-mat—Howard Swift ..... RUS
Carnival—d-2c5½"; S (plus Mr. Merry weather)-hps-tps-pt-mat—Dick Turner ..... NEA
Carol Day—d-4c-orp-mat—David Wright ..... PPN
Cartoon Page—w-500-orp—Staff ..... TNS
Channel Chuckles—d-1c3¾"-ilm; S-hps-tps-pt-mat—Bill Keane ..... RTS
Children's Books—m-2ps-mat-orp—Famous Authors ..... SPS
Children's Tales—S-hps-pt—Various Authors ..... MCN
Cicero's Cat—S-6"-tps-mat—Al Smith ..... BM
***Color Comic Sections**—w-var-std & tab KFS
Color Comic Sections—S-ps-pt ..... NEA
Color Comics—S-ps-hps-tps-pt-hpt-mat—Various NEA Artists ..... NEA
***Color Comics**—w-pt-tps-hps-ht-qph—KFS Artists ..... KFS
Color Comic Sections—S-ps ..... ATF
Coloring College—S-hpt-B&W-mat—Matt Curzon ..... CTN
David Crane—dexS-1c2⅛"-mat—Creig Flessel ..... PHS
Davy Crockett, Frontiersman—d-4c; S-hps-tps-pt-mat—Jim McArdle ..... CF
Davy Jones—*dexS-4c2⅛"-mat—Sam Leff ..... UFS
Debbie Deere—dS-4c-5c-tps-hps-pt-mat—Frank Bolle ..... MCN
Deems—w-4c2"-mat-glossy proof—Tom Oka ..... SM
Dick Tracy—d-4c-5c; S-hps-pt-mat—Chester Gould ..... CTN
***Disney Treasury of Classic Tales**—S-hps-tps-pt-mat—Walt Disney ..... KFS
Doc Savage—dS-4c-5c-hps-tps-pt-mat-orp—Staff Artists ..... LED
Dolly—dexS-2c4⅛"-mat—Bill Williams ..... PHS
***Donald Duck**—d-4c; S-hps-tps-¼ box-qph-mat—Walt Disney ..... KFS
Dondi—d-4c-5c; S-hps-tps-pt-mat..Irwin Hasen ..... CTN
***Dr. Kildare**—6tw-4c-5c-mat; S-hps-tps-pt—Ken Bald ..... KFS
Dr. Sam and the Space Masters—d-4c-5c; S-hps-tps-pt; mat-orp—Jim Westerman EBC
Dotty—d-4c; S-pt-hps-tps-mat—Buford Tune ..... PHS
Drift Marlo—6tw-4c2½"-mat—Tom Cooke & Phil Evans ..... COO
Drummond Column—4tw-800-mim-tape—Roscoe Drummond ..... PHS
Eb and Flo—d-4c2⅛"; S-hps-tps-pt—Paul Sellers ..... UFS
Eek & Meek—d-4c2⅛-mat; S-hps-tps-pt-mat—Howard Schneider ..... NEA
Emmy Lou—d-2c4¼"-1c2"; S-hps-tps—pt-hpt-mat—Marty Links ..... UFS
Etta Kett—d-4c-5c—Paul Robinson .... CP
***Etta Kett**—d-4c; S-hps-pt-mat—Paul Robinson ..... KFS
Family Circus—d-2c4-3c6¼-mat; S-tps-mat—Bil Keane ..... RTS
Fan Fare—d-1c6½-3c; S-hpt-tps-mat—John Fischetti ..... PHS
Feiffer—w-5c4⅜"-6c5 1/16"-mat—Jules Feiffer ..... PHS
Ferd-nand—*d-4c2⅛"; *S-hps-tps-pt-hpt-mat—Mik ..... UFS
Flamingo—d-4c; S-hps-pt-mat—R. A. Roche and John Thornton ..... PF
***Flash Gordon**—d-4c-mat; S-pt-hpt-tps—Dan Barry ..... KFS
Flibbertys, The—d-4c; S-tps-hpt-mat—Ray Helle ..... CTN
Flintstones, The—dS-4c-5c-pt-hps-tps-mat—Hanna-Barbera Productions ... MCN
***Flop Family**—d-4c—George O. Swanson KFS
Forever Female—S-pt-hps-tps-mat—Eugene Craig ..... DF
Frank & Ernie—d-4c-mat-orp—Ed Meyers ..... LED
Freckles and His Friends—d-4c2½"; S (plus Hector)-hps-tps-hpt-mat—Henry Formhals ..... NEA
Fred Bassett—d-4c2 1/16"; 5c2 5/16"; S-pt-hps-tps; mat—Alex Graham ... PHS
Freddy—d & S-4c2½"-mat-tps—Rupe ..... WSS
Frontiers of Science—5tw-4c2½"-5c3"-ill-mat—Andrea Bresciani, Robert Raymond & Stuart Butler, Ph.D. ... LAT
Fun and Games—w-hps-ilm—T. R. Green (Switzerland) ..... BPS
Funland—S-hps-pt-tps-mat—Arthur Nugent ..... BM
Gasoline Alley—d-4c-5c; S-hps-tps-pt-hpt-mat—Frank King, Dick Moores (daily), Bill Perry (Sunday) ..... CTN
Geraldine—3tw-4c-mat—Elisabeth Brozowska ..... NNS
Giants, The—d-4c2"-mat—McDayter & McCormick ..... TNS
Gil Thorp—dexS-4c-5c-mat—Jack Berrill ..... CTN
Good Old Days, The—w-3c4"-4c5⅝"; S-hpt-mat—Erwin L. Hess ..... UFS
Good Old Days & Antique Fair—S-tps-mat—Erwin L. Hess ..... UFS
Gordo—d-1c2⅛"; S-hps-tps-pt-mat—Gus Arriola ..... UFS
Grandma—d-4c-mat; S-pt-hps-tps—Charles Kuhn ..... KFS
Grandpa's Boy—w-4c2"mat-glossy-proof—Brad Anderson ..... SM
Grin and Bear It—d-2c3c; S-hps-pt-tps-mat—George Lichty ..... PHS
Grubby—w-4c2"-mat-orp—Warren Sattler SM
Gully Foyle—S-hps-fps-pt-mat-orp—Stanley Pitt & Reginald Pitt ..... LED
Hairbreadth Harry—d-S-4c-5c-hps-tps-pt-mat-orp—Staff ..... LED
Hapless Harry—d-4c; S-hpt-tps; mat—George Gateley ..... CTN
Have Fun!—w-1c11"mat—Lee Bryan and Rube Weiss ..... BLA
Hawk, The—d-4c-mat—Rod Maxwell and Bob Webb ..... PF
***Heart of Juliet Jones, The**—d-4c-5c-mat; S-hps-tps-pt-qph-pt—Stan Drake ..... KFS
Helen Homemaker—S-4c2½"-mat-orp—Lloyd Birmingham ..... CF
***Henry**—d-4c; S-pt-hpt-tps-qph-mat—Carl Anderson ..... KFS
Here's Mom—w-2c-mat—Isabel ..... CTN
Hey, Swingy—6tw-4c2½"-mat—Jan Green GFC
***Hi and Lois**—d-4c-5c-mat; S-pt-hps-tps-¼ box-qph—Mort Walker and Dik Browne ..... KFS
How Does It Work—w-4c-mat—Bruce Bailey ..... CF
***Hubert**—d-2c-4c-S-pt-tps-hps-mat—Dick Wingert ..... KFS
Hystoria—dexS-4c-mat—Tom Shephard & Bob Cohn ..... AD
Jackson Twins, The—d-4c-5c; S-hps-tps-mat—Dick Brooks ..... MCN
Jane Arden—d-4c2½"-5c2⅛"-mat—Bob Schoenke ..... RTS
Jasper—S-hpt-mat—James Simpkins.... C12
Jeff Cobb—6tw-4c2½"-mat—Peter Hoffman ..... GFC
Jes' Smith—d-xS-4c-mat—Johnny Pierotti ..... CF
Joe Palooka—d-4c; S-pt-hps-tps-mat—Ham Fisher ..... MCN
***Johnny Hazard**—d-4c; S-pt-hps-tps—Frank Robbins ..... KFS
Josephine—dexS-4c-mats—Charles Skiles ..... GFC
Josh Billings Sez—w-1c4"-2c4"-mat—Rube Weiss ..... BLA
Judge Parker—d-4c-5c-mat; S-pt-hps-tps-mat—Dr. N. P. Dallis & Harold Le Doux ..... PHS
Julian of the Jungle—w-5c-6c; S-qps; mat-orp-Frederick Tahan ..... EBS
Karen—dexS-4c-5c-mat-orp—Elizabeth Ann Safian ..... NE
***Katzenjammer Kids**—S-pt-hps-tps-mat—Joe Musial ..... KFS
Kerry Drake—d-4c-5c; S-pt-hps-tps-mat—Alfred Ambriola ..... PHS
Kevin The Bold—S-hps-tps-pt-mat—Kreigh Collins ..... NEA
Kitty Higgins—S-5c-7c-mat—Ferd Johnson ..... CTN
Kiwi—d-3c/4c-mat—Ken Mentone & Brian Kirby ..... CTN
Larry Brannon—d-4c-mat—Winslow Mortimer ..... NNS-TSS
Let's Make—S-2c-mat-orp—Ben Corey ..... HAR
Life With the Rimples—w-4c2¼"-ill-ilm—Les Carroll ..... NEA
Life's Like That—d-1c17⅞"-2c27⅞"; S-hps-tps-pt-mat—Fred Neher ..... BM
Li'l Abner—d-4c-5c-S-hps-tps-pt-mat—Al Capp ..... CTN
Lisons—30 wk. series-mat—French translation Le Comte De Monte Cristo ..... CF
Little Brother Hugo—S-7c-mat—Bill Perry ..... CTN
Little Eve—dexS-4c1¼"-mat—Jolita ... GFC
Little Farmer—w-4c2"-mat-glossy proof—Kern Pederson ..... SM
Little Iodine—S-qp-box-hpt-tps-qph-mat—Bob Dunn & Hy Eisman ..... KFS
Little Joe—S-ps-mat—Robert Leffingwell ..... CTN
***Little King**—S-hps-tps-mat—Otto Soglow ..... KFS
Little Lulu—d-4c-mat—Marge ..... CTN
Little Orphan Annie—d-4c-5c; S-hps-pt-hpt-mat ..... CTN
Little Pedro—d-4c-mat—William de la Torre ..... LAT
Little People, The (plus Huckleberry Hollow)—S-hps-tps-hpt-mat—Walt Scott ..... NEA
Little Sport—6tw-4c1¼"-mat—John Henry Rouson ..... GFC
***Little Woman, The**—d-1c-2c-mat; S-hps-tps—Don Tobin ..... KFS
Lola—d-4c-orp-mat—Inigo ..... PPN
Lolly—d-1c-5c; S-tps hpt-mat—Pat Hansen ..... CTN
***Lone Ranger**—d-4c; S-hps-tps-pt—Paul Newman and Charles Flanders ... KFS
Louie—d-4c1⅞"-mat; S-hps-tps-pt-mat—Harry Hanan ..... CTN
Love and Laughter—w-hps-ilm—Marla Molnar ..... BPS
MacDivot—dexS-4c-5c-mat—Mel Keefer and J. Lansky ..... CTN
***Mandrake The Magician**—d-4c; S-pt-hps-tps-mat—Lee Falk and Fred Fredericks KFS
Manny From Mars—w-1c-2c-ill—Fred Treadgold ..... BPS
Mark Trail—d-4c2⅛"-5c2⅝"; S-pt-hps-tps-mat—Ed Dodd ..... PHS
Marmaduke—d-1c-2c-ilm—Brad Anderson and Dorothy Leeming ..... NNS
Mary Worth—d-4c-5c; S-pt-hps-tps-mat—Allen Saunders and Ken Ernst ..... PHS
Masterpiece Galley—w or S-600-man-orp—Robert Kent ..... FOU
Matt Marriott—d-4c-orp-mat—Tony Weare ..... PPN
Maw Green—S-5c-7c-mat—Harold Gray.. CTN
McGurk's Mob—dexS-700-mim-orp—Mike McGurk ..... NE
Mickey Finn—d-4c-5c; S-hps-tps-pt-mat—Lank Leonard ..... MCN
***Mickey Mouse**—d-4c; S-hpt-hps-tps-qph-mat—Walt Disney ..... KFS
Minute Mechanics—S-2c-at-orp—Ben Corey ..... HAR
Miss Peach—d-4c; S-hps-taps-mat-pt—Mell ..... PHS
***Mister Breger**—d-2c; S-pt-hps-tps—Dave Breger ..... KFS
Moco—d-1c-mat—Moco (Mogenson and Cornelius) ..... LAT
Mona—dS"-2 7/16"-glossy-mat-plastic plates separate mim text ..... VAZ
Moon Mullins—d-4c-5c; S-hps-pt-tps-hpt-mat—Ferd Johnson ..... CTN
****Moose**—d-4c-mat/S-pt-hps-tps-mat—Bob Weber ..... KFS
Mostly Male—S-pt-hps-tps-mat—"Doc" Goodwin ..... DF
Mountain Boys, The—dexS-2c4⅜"-mat—Paul Webb ..... CF
***Mr. Abernathy**—6tw14c-mat; S-pt-hps-tps-Ralston Jones and Frank Ridgeway .. KFS
***Mrs. Fitz**—6tw-4c-mat—Frank Roberge ..... KFS
Mr. Magic—w-qps-mat—Benjamin Elkin & Vic Cantone ..... SPS
Muggs and Skeeter—d-4c-5c-mat—Wally Bishop ..... CP
***Muggs & Skeeter**—d-4c-mat—Wally Bishop ..... KFS
Mutt & Jeff—d-4c2¼"-5c2⅞"; S-ps-hps-tps-mat—Al Smith ..... BM
Nancy—*-d-4c2⅛"-5c2⅝"; *-S-hps-hpt-tps-pt-mat—Ernie Bushmiller ..... UFS
Naturebug—S-tps-hps-mat—John Hazlett & Edward S. Thomas ... DF
Nero Wolfe—d-4c; S-hps-tps-pt-mat—Rex Stout ..... CF
New—dexS-1c4⅝"-mat—Gene Fawcette ..... PHS
Nip and Tuck—w-var-ill—Fred Treadgold ..... BPS
Notes On The News—dexS-1c-4¼"-mat—Charles Pearson ..... CF
Nubbin—d-4c-mat—James Burnett and Geo. Crenshaw ..... KFS
Odd Bodkins—d-4c2"-mat—Dan O'Neill ..... CHR
Odd-Ditties, Odd Facts in Verse—d-mim—Sterling Sherwin (ASCAP) ..... GBR
Off the Record—d-2c4⅛"-ilm; S-hps-tps-pt-mat—Ed Reed ..... RTS
Old Home Town—d-2c-3c-mat—Lee Stanley ..... CP
On Stage—d-4c-5c; S-hps-tps-pt-mat—Leonard Starr ..... CTN
Otis—w-4c2-mat ..... NEA
Our Boarding House—d-2c3½"-2½"-c1¼"-3c3"; S-ps-hps-tps-hpt-mat—William Freyse ..... NEA
Our New Age—S-pt-hps-tps-mat—Athelstan Spilhaus & Gene Fawcette .. PHS
Out Our Way—d-2c3½"-2½"-c1¼"-3c3"—Negley Cochran; S-ps-hps-tps-pt-hpt-mat—Walt Wetterberg ..... NEA
Package Deal—w-15 features-mat-glossy proofs ..... SM

Patrick—d-4c2½"-mat—Mal Hancock ..... WSS
Patrick Scott Entertainment—w-500-mim—Patrick Scott ..... TSS
Paul Temple—d-4c-orp ..... PPN
***Peanuts**—*-d-4c1½"; S-hps-tps-hpt-pt-mat—Charles M. Shulz ..... UFS
Penny—d-4c; S-hps-tps-mat—Harry Haenigsen ..... PHS
***Phantom, The**—d-4c-5c; S-hps-pt-tps-mat—Lee Falk and Seymour Barry ... KFS
Phillip's Flock—w-4c2"-mat-orp—Doc Goodwin ..... DF
Pilote Tempete—dexS-4c2⅜"-mat—Henk Sprenger ..... DWL
P. J. Abominable—d-4c2⅛"-mat—John Gallagher ..... UFS
Play-Funnies—S-tps-mat ..... CTN
Pogo—d-4c2⅛"-5c2⅝"; S-pt-hps-tps-mat—Walt Kelly ..... PHS
Pointers and Patterns—S-tps-hpt-mat-ilm—Polly Cramer ..... NEA
Politic-Kles—w-5c-mat-orp—Pat Morain ..... ALL
***Popeye**—d-3c-4c; S-pt-hps-tps—Bud Sagendorf ..... KFS
Pops—w-4c2-mats-glossy proof—George Wolfe ..... SM
Pottsy—S-tps-mat—Jay Irving ..... CTN
***Prince Valiant**—S-hps-pt-ps—Hal Foster ..... KFS
Priscilla's Pop—d-4c2⅛"; S-hps-tps-pt-hpt-mat—El Vermeer ..... NEA
***Professor Phumble**—d-1c-mat—Bill Yates ..... KFS
Professor Pi—dexS-4c1⅛"-mat—V. T. Born ..... DWL
Ray Wilson On Broadway—5tw-650-mim-orp—Ray Wilson ..... NEW
***Red Eye**—d-4c/5c; S-tps-hps-tps-Gordon Bess ..... KFS
Rex Morgan, M.D.—d-4c-5c-S-pt-hps-tps-mat—Dr. N. P. Dallis, Marvin Bradley & Frank Edgington ..... PHS
Rick O-Shay—dS-4c-tps-hpt-mat—Stan Lynde ..... CTN
Riff McTic—d-4c-5c-mat-orp—Alex Crosby ..... EBS
***Rip Kirby**—d-4c-5c-mat—John Prentice and Fred Dickenson ..... KFS
Rip Tide—d-4c-S-hps-tps-pt-mat—Herron and Grandenetti ..... CF
Rivets—d-4c; S-pt-hps-tps-mat—George Sixta ..... PHS
Robin Malone—d-4c2⅛"-mat; S-hps-pt-hpt-tps-mat—Bob Lubbers ..... NEA
Rod Chance—d-4c-mat—Stanley H. Brams & Howard Whims .. CF
Rural Delivery—w-4c2"-mat-glossy proof—Al Smith ..... SM
Ryatts, The—d-4c2⅛"-5c2⅝"-mat—Jack Elrod ..... PHS
***Scamp**—d-4c; S-hps-tps-pt-mat—Walt Disney ..... KFS
Shelly—dexS-4c2⅜"-mat—Don Vannozzi ..... SPS
Short • Ribs—d-4c2"-mat-S-tps-mat-pt—Frank O'Neal ..... NEA
Smidgens—d-4c-mat—Robert Cordray ... NNS
Smilin' Jack—d-4c; S-tps-hpt-mat—Zack Mosely ..... CTN
Smith Family, The—d & S-4c2½"-tps-mat—Mr. & Mrs. George Smith ..... WSS
Smitty—d-4c; S-tps-hpt-mat—Walter Berndt ..... CTN
Smokey Stover—S-tps-hpt-mat—Bill Holman ..... CTN
Sonny South—w-4c2"-mat-glossy proof—Al Courtson ..... SN
Sondags Krumelurer—dS-hps-ilm—F. W. Koenig (Germany) ..... BPS
Speed Douglas—d-4c-5c—Russ De Marks ..... RUS
Speed's Safety Slants—w-4c-var-mat—Russ De Marks ..... RUS
Spooky—S-5c-mat—Bill Holman ..... CTN
Sporteaser—dexS-1c4¼"-mat—Eddie Germano ..... CF
Steve Canyon—d-4c-5c; S-ps-pt-hpt-tps-mat—Milton Caniff ..... PHS
***Steve Canyon**—d-4c-5c; S-pts-hps-tps-mat—Milton Caniff ..... KFS
Steve Roper—d-4c-5c-pt-hps-tps-mat—William Overgard & Allen Saunders .. PHS
Stoker The Broker—dexS-1c4¼"-mat—Henry Boltinoff ..... CF
Strange World of Mr. Mum, The—d-2c4¾"; S-hps-tps-mat—Irving Phillips ..... PHS
Tales from the Great Book—S-pt-hps-tps—John Lehtl ..... PHS
***Tarzan**—d-4c2⅛"; *S-hps-tps-pt-mat—Edgar Rice Burroughs ..... UFS
Teenie Weenies—S-tps-hpt-mat—William Donahey ..... CTN
Terry and the Pirates—d-4c-5c; S-hps-pt-mat—George Wunder ..... CTN
The Born Loser—d-4c2½"-mat; S-hps-tps-pt-mat—Art Sanson ..... NEA
The Dropouts—d-4c2⅛"-mat—Howard Post ..... UFS
The Giants—d-4c/5c-ill-mat—Drew & McDayter ..... LAT
The Gooneys—S-1/6 ps-mat—Les Carroll ..... NEA
the small society—d-3c-4c/S-4c-mat—Morrie Brickman ..... WSS
The Willets—d-4c2⅛"-mat—Walt Wetterberg ..... NEA
The World of Entertainment—w-1c6"-man-tape—Lillian Hughes ..... EC
Theatre—S-500-wire—Walter Kerr ..... NYT
There Oughta Be A Law—d-3c4⅛"—3c3¾"-4c3½"; *S-pt-hpt-hps-tps—Harry Shorten ..... UFS
***They'll Do It Every Time**—d-3c-1c-mat; S-tps-hps-pt-mat—Bob Dunn & Al Scaduto ..... KFS
Those Were The Days—w-4c2"-mat-glossy proof—Art Beeman ..... SM
Tiffany Jones—d-4c2 1/16"-5c2⅝"—Pat Tourret & Jenny Butterworth ... PHS
****Tiger**—d-1c-mat/S-pt-hps-tps-mat—Bud Blake ..... KFS
***Tim Tyler's Luck**—d-4c-mat; S-pt-hps-tps-mat—Lyman Young, Robert Young, Tom Massey ..... KFS
Today's Chuckle—dexS-25—Thomas Collins ..... GFC
Tom Trick—S-hps-tps-pt-mat—Mary Goss & Stan Maays ..... NEA
***Treasury of Classic Tales**—S-pt-hps-tps-mat—Walt Disney ..... KFS
Trudy—6tw-2c/4c-mat; S-t-tps-hpt-sph—Jerry Marcus ..... KFS
***True Life Adventure**—6tw-2c-3c-mat—Walt Disney ..... KFS
Tumbleweeds—dS-4c2, 1c5, 3c1½"-tps-mat; S-tps-hpt—Tom K. Ryan ..... RTS
Uncle Charlie—d-4c2"-mat—Peter Laing ..... WSS
***Uncle Remus**—S-hpt-hps-tps-mat-qph—Walt Disney ..... KFS
Wayout—d-1c-mat—Ken Muse ..... MUN
Weekend Chuckle—w-300-mim-ill ..... GFC
Wee Pals—d-4c2-1c5"-mat—Morrie Turner ..... RTS
Wendy Marshall—d-4c-mat—Win Mortimer ..... TSS
Winky Ryatt—S-pt-hps-tps-mat—Jack Elrod ..... PHS
Winnie Winkle—d-4c-5c; S-tps-hpt-mat—Martin Branner ..... CTN
Winthrop—d-4c2⅛"-mat; S-hps-tps-pt-mat—Dick Cavalli ..... NEA
Wizard of Id—d-4c-5c; S-pt-hps-tps—Brant Parker & Johnny Hart ..... PHS
Woody's World—d-2c-mat—John Holm NNS
Yogi Bear—S-pt-hps-tps-mat—Hanna-Barbera Productions ..... MCN

CULTURAL

Art, Entertainment, Literature Poetry, Theatre (See Columns—Classification No. 11)

13—EDITORIAL (TEXT)

Around the World—Feature packet on world events—w-1000-mim ..... AFP
A View From Britain—w-800-mim—Anthony Lejeune ..... NWS
Behind The Scenes At The United Nations—w-800-mim—David Horowitz ..... WUP
Between the Lines—w-750-man-mim—Edith Kermit Roosevelt ..... ROO
Candid Capsule Comment—d-15-man—Staff ..... SS
Con la Ley en la Mano (Column on Law in Spanish)—d-150-man—Martin J. Ross ..... LAW
Custom Editorials—cont—Al Block, Ph.D. ..... BFS
Dateline: Europe—w-500-mim—Archduke Otto von Habsburg ..... RGB
Digest of Contemporary Opinion—(What Press is Saying)—w-var-mim—compiled ..... WUP
Diplomatic Pouch—w-1500-2000-mim—William R. Frye & others ..... FRY
Editor's Associate—Editorial Copy—cont—var-man—T. Jerome Bishop ..... BIS
Editorial Column—3tw-mat-orp ..... KFS
Editorial Service—3tw-1500-mim ..... ALB
Editorial Service to Canadian and American Daily, weekly and monthly publications ..... GLN
Editorials—w-3c-man-tape—Edward H. Sims & Staff ..... EC
Editorials—to order—Earl Akin ..... TER
Editorials Anonymous—5tw-100-400-mim-var—Mrs. Cyrene Dear & David R. Dear ..... DPR
Everyday Editorials—d-1800-mim—Monte F. Bourjaily & Staff ..... GS
Everyday Law—d-150-mim—Martin J. Ross ..... LAW
Federal Corner—w-600-orp—Roulhac Hamilton ..... DF
Golden Gleams—w-1c4"-man-tape—Selected and Edited by Staff ..... EC
Hollywood Feature Service—w-750/1000-mim—John Austin ..... HIS
Interpretive Report—3tw-1000-mim—Richard Wilson ..... RTS
***Jim Bishop: Reporter**—3tw-mim—Jim Bishop ..... KFS
Law Brief, The—d-150-500-mim-orp-gal—Martin J. Ross ..... LAW
Law Brief For Business, The—d-150-man—Martin J. Ross ..... LAW
Listen Americans—w-500-man—Dr. George S. Benson ..... NEP
London Report—oas-500-mim—Jack Scott ..... TSS
Looking Ahead—w-500-man—Dr. George S. Benson ..... NEP
Mark My Words—tw-250-mim—Jim Fiebig ..... GFC
Military Affairs—w-500-mim—Gen. Ira Eaker ..... GFC
Notes and Comments—w-1c-man—Staff .. EC
Off the Record—w-1000-1200-mim—Nathan Ziprin ..... SAF
On The Right—3tw-650-750-mim—Wm. F. Buckley, Jr. ..... WSS
On Your Guard—w-300-500-mim—Jack Lotto ..... PRW
Orben's Hot Lines—dexS-150-mim—Robert Orben ..... NE
Ottawa in Perspective—3tw-mim-wire-500-800 ..... TSS
Paragraphs—w-1c8"-man—Selected and edited by Staff ..... EC
Paul Harvey News—3tw-var-min-tape—Paul Harvey ..... GFC
People and Problems—d-150-500-man—Martin J. Ross ..... LAW
Point of View—w-500-mim—Norma Gleason ..... GLE
Political Arena—5tw-80-mim—orp—Dorsey Short ..... NEW
Profile—w-2c6"-1100-mim-ill—Simon Kavanaugh ..... MS
Ralph McGill Column—dS-650-mim—Ralph McGill ..... PHS
Reflections—w-500/650-mim—Eric Hoffer ..... LED
Senator Soaper Says—d-300-mim—Bill Vaughan ..... BM
Shape of the News—w-700-mim—Edward P. Morgan ..... NE
Special Editorials (Birthdays, Anniversaries, etc.)—w-2c-man—Edward H. Sims ... EC
Spotlight On Education—w-3tw-d&S-750—Arthur S. Green ..... GRE
Spotlite Series—dS-750-mim-ilm—Weekly Feature Articles ..... UFS
State of Affairs—3tw-700-mim—Clayton Fritchey ..... NE
"The Shrewd Nude" or other light & dark verse—dexSat-25-50-mim—John Milton Hagen ..... GBR
The U.N. Today—d-500-1000-by wire, telex or mail-ill-mim—William R. Frye ....FRY
To Be Equal—w-600-mim—Whitney M. Young, Jr. ..... NAT
Today's Talk—d-350-printed—George Matthew Adams ..... WSS
Views and Reviews—w-1c8"-man—Selected and Edited by Staff ..... EC
Washington Beat—S-800-mim—Leslie Carpenter ..... PHS
Washington Closeup—5tw-750-orp—Dana Bullen, Orr Kelly, Pentagon & Military Affairs; Judith Randall, Medicine, Health, Education & Welfare; Wm. Hines, Frank Getlein, Paul Hope .... WSS
World in Focus, The—S-750-800-ill-mim—William R. Frye ..... FRY
World Report—6tw-750-mim—Staff .... WSS
You and the Law—d-300-500-man—Martin J. Ross ..... LAW
Your World and Mine—w-500-orp—Michael Ward ..... CJC

14—EDITORIAL CARTOONS

A Round A Day—dwS-1c2"-mat—Eugene Craig ..... DF
Below Olympus—5tw-2c5-mat-ill—Frank Interlandi ..... LAT
Ben Wicks—8tw-1c3" 1½c4½"-ill-mat-Ben Wicks ..... TNS
Berry's World—d-2c4½-mat; S-tps-hpt-mat—Jim Berry ..... NEA
Bill Sander's Editorial Cartoons—5tw-3c7¼"-mat—William Sanders ..... PHS
Blaine—3tw-3c6"-mat—Blaine MacDonald ..... MIL
Borgstedt Editorial Cartoons—6tw-2c-3c-mat—Douglas Borgstedt ..... KFS
Buescher Editorial Cartoons—d-2c-3c-mat ..... CP-KFS
Cartoon Page—w-500 orp—Staff ..... TNS
Cartoons—w-2c6"-mat-ill—Staff ..... CPS
Cartoons—w-3c7"-mat ..... CSP
Citizen Smith—d-2c3½"-mat—Dave Gerard ..... RTS
Colvin's Commentary—S-varying size 2c-3c-4c-mat—Melvin Colvin ..... CF
Conrad Cartoons—5tw-2c4-3c6-ilm—Paul Conrad ..... RTS
Corky Editorial Cartoon—2tw-4c5-mat—ill—Corky ..... LAT
Dowling Editorial Cartoon—5tw-2c-3c-mat—Dan Dowling ..... PHS
Editorial Cartoon—5tw-3c7-mat—A Beaton ..... TNS
Editorial Cartoon—d-3c-2c-mat—Staff .. CP
Editorial Cartoon—dS-2c-mat—C. D. Batchelor & Warren King ..... CTN
Editorial Cartoon—w-2c5"-2 & 3 col-mat-glossy proof ..... SM
Editorial Cartoons—5tw-3c-mat-orp—L. D. Warren ..... NWS
Editorial Cartoons—dS-3c6"-mat-orp—Eugene Craig & Doc Goodwin ..... DF
Editorial Cartoons—cont-var-ill—Staff ..... BIS
Editorial Cartoons—d-3c5"-orp—(French & English)—Normand Hudon SOP
Editorial Cartoons—5tw-3c-mat—Don Hesse ..... MCN
Editorial Cartoons—d-3c-mat—Ray Manning ..... MCN
Editorial Cartoons—dexS-3c-mat—Peter Aldor ..... BM
Editorial Cartoons—5tw-3c-mat—Vaughan Shoemaker ..... CTN
Editorial Cartoons—tw-3c6½"-mat or repro proofs—Henry McCarn ..... STA
Editorial Cartoons—d-2c-S-3c-mat—Daniel Holland, Joseph Parrish ..... CTN
Editorial Cartoons—dexS-3c6"-mat—Arthur Poinier ..... BM
Editorial Cartoons—5tw-3 col-mat—Gib Crockett ..... WSS
Editor's Choice Cartoons—8 cartoons per wk—3c7⅜"-mat—Justus and Long ... RTS
Fischetti Cartoons—5tw-3c-4c-mat—John Fischetti ..... PHS
Grant Editorial Cartoon—5tw-3c8"-mat-ill—Lou Grant ..... LAT
Haynie Editorial Cartoon—5tw-2c-3c8"-ill-mat—Hugh Haynie ..... LAT
Headlines—3tw-500-mim-ill—Edith Head ..... NE
Herblock Editorial Cartoons—5tw-2c5"-3c7¼"-mat—Herbert L. Block ..... PHS
In The Spotlight—w-400-mim—David O. Alber ..... ALB
Keypeek—d-1c2-mat-orp—Here Ficklen LED
Kroll Karicature Service—w-1c-orp—Julius Kroll ..... KK
Law-Briefs—d—Martin J. Ross ..... LAW
Mauldin Editorial Cartoon—5tw-2c-3c-mat—Bill Mauldin ..... PHS
News Cartoons—dexS-2c4¼"-3c6½"-mat—Milt Morris ..... APN
Oliphant Editorial Cartoon—5tw-1c4"-3c3"-mat-ill—Pat Oliphant ..... LAT
Package Deal—w-15-features-mat-glassy proofs ..... SM
Political Cartoons—3tw-var-ill—Giles and Lancaster ..... RTS
Political Cartoons—w-var-mat—Giles, Cummings, Friell and Jak .... MS
Political Playground—3tw-3c2¼"-mat-orp—Ed Valtman & Bill Ryan ..... NEA
Robert W. Chambers—tw-3c6½"-mat—Robert W. Chambers ..... MIL
Small Society, The—6tw-3c-4c-mat; S-tps-hpt-color-4c-bl-mat—Morrie Brickman .....KFS
Soliloquy—5tw-3c2¾"—Ric Hugo ..... PHS
Still At Large—5tw-1c3"-mat-orp—Robert York ..... AF
Wallmeyer Cartoons—5tw-3c6"-mat—Dick Wallmeyer ..... RTS
Weekly Political Cartoon for State of Illinois only—w-3c6-mat-orp—Arthur A. Henrikson ..... HEN
Weekly Political Cartoon for State of Texas—w-3c6-mat-orp-w-2c3½-orp—Here Ficklen ..... AVA
Yardley Editorial Cartoons—d-3c-orp—Richard Yardley ..... FJM
Yardley Jones—tw-orp-mat-4c7"—Yardley Jones ..... TNS

FARMING

(See Gardening—Classification No. 19)

15-FASHIONS

A Lovelier You—5tw-85-1c-2c-ilm-tape—Mary Sue Miller ..... PHS
A World of Style—w-325-mim-ilm—Gerta Grudel ..... GFC
Be Smart—dexS-1c4"-ilm—Kubal ..... GFC
Beauty in Orbit—S-150-mim-ill—Mildred Gibson ..... NNS
Business Visuals—tw-2c4-mat—Staff ..... NEA
Chic and Charming—6tw-1c-mat .... CP-KFS
Editorial material and picture service for women's pages—all material such as fashion, food beauty, etc—d-S-w-m-ms-ill—for foreign and domestic use ..... UOP
Eleanor Lambert's, She—3tw-300-500-mim-ill—Eleanor Lambert ..... PHS
Esquire's Avenues of Fashion—4tw-ill-mim—O. E. Schoeffler ..... BM
Family Manager—w-1c8-mats or orp—Staff ..... CSP
Fashion—w-700-mim-ill ..... WNS
Fashion Features—w—Dina Dellale .... EPS
Fashion Flashes—3tw-mim ..... KFS
***Fashion Illustrations**—3tw-mat—Grace Thorncliff ..... KFS
***Fashion Illustrations**—3tw-mat—Vera Winston ..... KFS
Fashion in Color—oce-3c-4c-5c-ill-ilm ..... NEA
Fashion League—1c-2c-lines drawing-mim-mat-var-8 to 9 releases-prints—Florence de Santis ..... BM
Fashion Now, Men's Fashions—m-400-2c5"-ill-ilm-man-tape—Robert Cochnar ..... NEA
Fashion Pictures—glossy prints—indcon ..... UPN
Fashion Snapshots—w-1000-mim-ilm ... AFP
Fashion Stories—sw-200-400-2c-3c-man-ill-ilm—Rosette Hargrove, Helen Hennessy & Staff ..... NEA
Fashion Stories—sw-400-ill-ilm—Jean Wilson ..... APN
Fashion Tips—w-150-200-1c-man-tape—Staff ..... NEA
Fashion World—w-mim—Polly Guerin MAU
Fashioned in London—w-3c1"-900-mim-ill—Kate Dalrymple ..... MS
Fashionettes—w-150-orp—Staff ..... UPI
***Fashions**—6tw-mat—Tracy Adrian ... KFS
Fashions—S-400-wire—Gay Pauley ..... UPI
Fashions—Women's—dS-ill-ilm—Kay Thomas ..... CTN

CLASSIFICATIONS OF FEATURES

Fashions For Women—w-400-mim—Helen Abel ..... CNS
Features—w-Ida Fried ..... EPS
***Half Tone Fashions**—3tw-mat—Alice Alden ..... KFS
Headlines—3tw-500-mim-ill—Edith Head ..... NE
Hollywood—w-In Spanish, English & Portuguese—Inez & Cecelia Pedroza.. PED
Hollywood (Calling your city or country)—w-500-mim—Inez & Cecelia Pedroza PED
Hollywood Speaks—w-hps-mim—Kurt Singer ..... BPS
Homemaking Shorts—w-150-1c-man-tape—Staff ..... NEA
Hy Fashion—3tw-1c-2c-mat-orp—Hyacinth and Merri ..... KFS
In Fashion Now—w-1c3″-man-tape—Mrs. Hugo Sims, Sr. ..... EC
Inside Fashions—4tw-mim-photos—Eugenia Sheppard ..... PHS
Keeping You In Stitches—tw-350-450-mim-ill—Sandra E. Lamb ..... CIT
Latest From Paris—d-1c-man—Monique ..... CTN
Let's Knit—w-var-ill—Ursula duBois ... AD
Look Smart!—w-500-mim-ilm—Harry Juster ..... RTS
Man To Man—S-500-ill-mim-tape—Bill Thomas ..... GFC
Men's Wear—The Score in Clothes—S-man-ilm—M. H. Barnum ..... CTN
Men's Wear—w-500-orp—Walter Logan ... UPI
Mohr About Fashion—3tw-350-man-ill—Berta Mohr ..... MOH
Now!—3tw-1c6″-ilm—Gene Loyd ..... RTS
Oleg Cassini Says—S-750-mim-ill—Oleg Cassini ..... CF
Paris Fashion Stories—sea-1500-man-tape-ill-ilm—Rosette Hargrove ..... NEA
Reader Service—Timely series, books on income tax, household, bridge, better grades, financial, receipes, Social Security/Medicare, Education, Veterans' Benefits, patterns, golf, fashion, needlework ... NEA
Report on the World of Women—sw-300-400-man-ill-ilm-tape—Helen Hennessy ..... NEA
Secrets of Charm—d-1c-2c-300-ill-ilm; S-4c8½″-mat-tape—John Robert Powers ..... NNS
Spadea Boutique Patterns—w-1c-2c-mat-orp—Designers ..... SPS
Styles—w-var-ill—Jean Wilson ..... APN

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Teenage Tips—w-hps-mim—Jane Sherrod ..... BPS
The Legal Way—w-450—Edward Demson ..... CNS
Through the Looking Glass—w-450-mim—Helen Abel ..... CNS
Tips From Twiggy—3tw-55-2c-ilm-mim—Twiggy ..... NNS
Tobe on Fashions—4tw-60-12-mim .... PHS
Vogue Fashions—m-pkg-ill-man ..... CTN
Weekly Short Story—w-9x12-mim—various ..... BPS
What Next—Fashion Interviews—sea-ps-ill—Paul Hamlen ..... SPS
What's Your Fashionscope?—w-100-mim—Ethel Burge ..... BUR
Women's Wear Daily—d-var-ill ..... FA
Your Sew Right—Sewing Column—w—Dale Cavanagh ..... SPS
Youth Parade—S-200-mim-ill—Reba and Bonnie Churchill ..... NNS

FINANCIAL

(See "Business"—Classification No. 7)

16—FICTION

Blue Ribbon Fiction—dS-ill-ilm—Well Known Authors ..... CTN
Book-length Serials, supplied as books—various authors and lengths ..... CHA
Capsule Capers—d or S-600-700-man-ill—Justin Manning ..... FOU
Liberty Magazine's Book Serials—m-9x12-ill-orp—Various ..... BPS
Selected Short Shorts—w-750-man—Alex Jane Benchly ..... RA
Short Stories—w-4c5″-man; S-ps-pt-hps—Frank Del-Witt ..... HT
Short Stories—w-var-ill—Various Authors WHE
Short Story—d-man-Well Known Authors CTN
Sports Serials (British, Australian, and American sports and non-fiction and instruction books) ..... JL
Two Minute Mystery—d-w-300-350—24 part series col-mim—Donald J. Sobol .... TM

17-FILLERS

A Round A Day—dwS-1c2″-mat—Eugene Craig ..... DN
Alec The Great—dexS-1c4″-mat—Edwina ..... WSS
Better Filler Service—w-2 galleys-1-7 line fillers-man ..... BFS
Between Us Girls—dexS-1c1″-ilm—Ashton Wing ..... AF
Big Headed Fillers—w-2c-16-23 lines-orp—Staff ..... HF
Briefs. Very Brief—w-1c15″-man-tape—Staff ..... EC
Citizen Sibley—w-2c-var-mat or proof—Dick Ericson ..... SM
City Editor's Tip Service—w-mim—John Cleft ..... GFC
Clyde Moore Says—dS-175-orp—Clyde Moore ..... DF
Column Closers—w-200-300-man-tape—Staff ..... NEA
Comic Dictionary—dS-5 to 20 mim—Evan Esar ..... RTS
Daily Flashback Calendar—dS-1c1¼″-mat-orp—Dick Peeples ..... AF
Distillates of Random Thoughts—mim—Charles Rehns ..... REH
Echoes of the News—d—Staff ..... MOF
Factographs—6tw-proof-mat-tape .. CP-KFS
Famous Last Words—d-60-mim—Barnaby Conrad ..... CHR
Fillers—w-**200-400-1c9**—Staff ..... NEA
Filler Service (misc.)—w-2c-ptd copy-date-lined and headed ..... STF
Filler Service—d-500-mim-Staff ..... STP
For Better or Worse—w-2c6″/1c3″—orp-ill—Justin Manning ..... FOU
Funsters—dexS-1c2½″-mat-orp—John Broudhecker ..... AF
General News Items—w-var-mim-wire by stringers ..... WUP
Grab Bag—6tw-mat-proof ..... CP
Grass Roots Clippings—dS-var-mim—Kerwin Hoover ..... HTF
Guest, Edgar A. (poetry)—d-2c3¼″; S-2c-mat—Edgar A. Guest ..... WSS
Handy Fillers—w-2c1 to 7 lines-orp—Staff ..... HF
Have Fun!—w-1c11″-mat—Lee Bryan and Rube Weiss ..... BLA
Headed Fillers—w-2c8 to 16 lines-orp—Staff ..... HF
Here's an Idea—dexS-1c2½″-mat-orp—Jerry Angell ..... AF
Idea Payoff—dexS-1c2½″-mat-orp—Jerry Angell ..... AF
It's Fun in—(The month changes through the year)—w-90-max—Harriet Carlson HC
Jest a Minute—d-man—George Daugherty CTN
Josh Billings Sez—w-1c4″-2c4″-mat—Rube Weiss ..... BLA
Light Verse—(title varies)—dexS-cont-4-6 lines-mim ..... MAG
Looking Around—w-2c-mat-orp—Sid Hathaway ..... SM
Matters of Substance (Fillers)-cont-var-man—T. Jerome Bishop ..... BIS
Moore About Adam & Eve—tw-200-mim—Cullen Moore ..... CMS
News Fillers—w-1c1 to 39 lines-ptd copy-orp-tape—Staff ..... SFS
Now You Know—7tw-30-wire—Staff ... UPI
Odd Facts—6tw-mat-proof—Staff ..... KFS
Otto Sez—dexS-1c1-mim—Frank Nickens HPS
Parents Plus—w-2c6″/1c3″-orp-ill—Justin Manning ..... FOU
Portraits—dS-100-man—John C. Metcalfe ..... PHS
Quirks in the News—6tw-500-wire—Staff ..... UPI
Read and Remember—dexS-min-100-man—W. L. Gordon ..... WLG
Rosettes—d-var-min—Elinor K. Rose .. EKR
Short Fillers, Headed Fillers—all subjects; quotations; editorial quips-m-5,600-mim ..... ROB
Short Short Stories—q-2c9¼″-mat—Art Gates ..... GF
Short Takes (Fillers)—w-90-250-mim—Staff ..... DHJ
Shorts—w-300-450-man-tape—Staff ..... NEA
Slick Trick—d-1c-50-ilm—Staff ..... NNS
Smiles—w-1c5″-man—Staff ..... EC
Special Shorts & Fillers—w-ps—Staff.. APN
Sports Fillers—w-1c-ptd copy-datelined and headed ..... STF
Standard Mix—fn-500-man—Staff ..... STP
Standard 2's—w-500-type—Staff ..... STP
Sugar and Spice—dexS-30-mim—Elinor K. Rose ..... AF
Super Headed Fillers—w12c1 to 7 lines-orp—Staff ..... HF
Terse-Verse—dexS-25-35-man-mim—A. C. Gordon ..... WLG
The Shepherd—dS-50-mim-mat—Julien C. Hyer ..... CF
This Week's Motto—w-10-man—Staff .... SS
Tip Of The Tongue—cont-var-man-mim-Staff ..... BIS
Today's Index—dS-1½″-mat-orp—Dick Peeples ..... AF
Trixie the Trader—w-2tw-1c2¾-mat or proof—Dick Ericson ..... SM
Washington Notes—w-2c9″-man—Lillian Hughes ..... EC
Women's World—w-500-mim ..... WNS
World Definitions' Fictionary—w-9x12-mim—Singer Features ..... BPS
Words of Wise Men—d-mat-proofs .... KFS
Worth Repeating—dS-10-30-mim—Theron C. Liddle ..... RTS

18—FOOD

Bev's Bits & Bites—w-2c10″-ill-orp-mat—Beverly Anderson ..... HPP
Celebrity Cookbook—w-800-mim-ill—Johna Blinn ..... NE
Continental Cookery—w-500-mim—Stanley Cookery ..... DEM
Cooking Chat—d-500—Anne Wanstall ... TSS
Cook's Corner—w-ps-hps-ill—Lillian Hergesell ..... DF
Delightful Dietips—d-1c3-mat-orp—Dorothy Bond ..... LED
Denhoff Food Articles—d-3tw-mat-proof—Alice Denhoff ..... KFS
Dining With Dana—5tw-650-min-orp—Bob Dana ..... NEW
Eat & Grow Younger—Book serialization-21 installments-1c30″-ilm-orp—Lelord Kordel ..... SPE
Eat, Drink and Be Merry—w-600-mim—Robert J. Misch ..... WNS
Eat Up and Slim Down—14 installments—book serialization—1c20-ilm-orp—Lelord Kordel ..... SPE
Eat Your Troubles Away—Book serialization-20 installments-1c30″-ilm-orp—Lelord Kordel ..... SPE
Editorial material and picture service for women's pages—all material such as fashion, food, beauty, etc.—d-S-w-m-ms-ill—for foreign and domestic use ..... UOP
Family Manager—w-1c8-mats-orp—Staff ..... CSP
Fast Gourmet, The—tw-250-mim—Poppy Cannon ..... GFC
Features—w-Ida Fried ..... EPS
Food—dS-man—Alice Peterson and Ella Elvin ..... CTN
Food—w-D. Peggy Read ..... EPS
Food & Garden Gossip—w-500-mim—Daniel V. Thompson ..... THO
Food Articles—dS-ill-ilm—Mary Meade.. CTN
Food Facts—6tw-1c2½″-mat—Harry Lui ..... LIA
Food For Americans—**Menus**—d-350-600-2c5″-2c9″-ill-ilm-tape—Gaynor Maddox ..... NEA
Food in Color—oec-3c-1c-5c-ill-ilm..... NEA
Food Is Fascinating—w-400-mim—Sandal & Pritch English ..... ENG
Food Shopping Guide—w-700-wire—Staff ..... UPI
Food Stories—w-400-ill-ilm—Cecily Brownstone ..... APN
For Men Only—Cooking—w-man—Morrison Wood ..... CTN
Gourmet Cooking—5tw-orp—Paul T. Graves ..... SUN
Gourmania Guide—w-qps-mat—Robert Atherton & Cyrus Mellikan ... SPS
Hollywood Speaks—w-hps-mim—Kurt Singer ..... BPS
Kitchen Talk—dS-100-500-mim-photos—Philomena Corradeno ..... PHI
Let's Ask The Cook—3tw-500-mim—Nan Wiley ..... RTS
Let's Eat—6tw-mat or proof—Ida Bailey Allen ..... KFS
Menus—d-200-man—Cecily Brownstone .. APN
Menus—dS-man-ill—Mary Meade ..... CTN
Menus—dS-man—Alice Petersen and Ella Elvin ..... CTN
Messieurs Chateau & Briand—w-m-hps-mat-orp—C. Green ..... SPS
Our Man in the Kitchen—5tw-500-mim—Hyman Goldberg ..... RTS
Pleasures of Food & Garden—w-pt (1500)-mat-man-ill—Danial V Thompson ..... THO
Reader Service—Timely series, books on income tax, household, bridge, better grades, financial, Social Security/Medicare, Education, Veterans' Benefits, patterns, golf, fashions, needlework .. NEA
Ruth's Recipes—w-mim-100-man—Ruth Evans ..... WLG
Skillet Club For Men, The—w-750-mim-ill-tape—Frank Kohler ..... GFC
Tasty Tales—w-2c-12″-min—Charles Rehns ..... REH
Thoughts for Food—sw-1c-mat—mim-ill-tape—Monica Altenhain .... CMI
Three Meals A Day—5tw-600-min—Helen Gagen ..... TNS
Today's Recipe—dexS-100-200-mim—Philomena Corradeno ..... PHI
To the King's Taste—w-750-mim—Hoyt Alden ..... WSS
What's New In Foods—qt-var-orp—Phil Kalker ..... AEW
Wine Column—w-man—Ruth Ellen Church ..... CTN

19—GARDENING FARMING

Craft Patterns—w-2c7″-mat-ill ..... CRA
fact or fiction? . . . by Gil—w-500-mim—Gil Whitton ..... WIL
Food & Garden Gossip—w-500-mim—Daniel V. Thompson ..... THO
Flower Box, The—w-mat—Phyllis Pautz CTN
Garden Column—w-700—Tom Stevenson ..... LTWP
Gardengraphs—sea-mat—Dean Halliday ..... CP
Garden Gossip—w-500-man-mim—Daniel V. Thompson ..... THO
Garden Question Box—w-800—Tom Stevenson ..... LTWP
Garden Series—sea-400-600-man-ill-ilm—Authorities ..... NEA
Gardeners Questions and Answers—w—James Murphy ..... CNS
Gardening—S-450-orp—Irwin & Martha Jones ..... DF
Gardening Column—w-ill-mat-mim—Fred Dale ..... TSS
Gardening For Fun—w-650-750-mim—Cindy Smith ..... CRE
Gardenographs—sea-mat—Dean Halliday ..... KFS
Gardens—w-400-ill-mim—Dorothy H. Jenkins ..... DHJ
Green Thumb, The—1000-d-w—George "Doc" Abraham ..... ABR
In Sports—sw-w-ps-hps-mim-orp—Phil Kalker ..... AEW
Indoor Gardening—w-250-mim—Martha Parks ..... CNS
Indoor Gardening—w-750-lim-mim—Katherine B. Walker ..... PHS
It's Your Landscape—w-400-ill-mim—George Creed ..... PHS
Just Something Pretty (Flower Arranging)—w-ill-mim—Cindy Smith ..... CRE
Pleasures of Food & Garden—w-pt-(1500)-mat-man-ill— Daniel V. Thompson .. THO
Things To Do This Weekend—w-4c9″-orp—Gil Whitton ..... WIL
U-Bild-It—dS-var-man-mim-ill—Steve Ellingson ..... UB
U-Bild Enterprises—dS-var-man-mim-ill—Steve Ellingson ..... DF
Washington Farm Review—w-1,000-mim—Harry Lando ..... WFN
Weeders Guide—w-500-man—Earl Aaronson ..... APN
Will's Weekend Almanac—w-500-mim—Will O. Creek, Jr. ..... WIL

GRAPHOLOGY

(See "Astrology"—Classification No. 1)

20—HEALTH

Alvarez Medical Column—4tw-700-mim-on tape—Dr. Walter C. Alvarez ..... RTS
Child Care—dexS-350-mim-tape—William G. Cook, M.D. ..... GFC
Child Health—3tw-500-mim—Dr. Frank Falkner ..... NE
Exercise Series for Aching Back—10 articles-200-ill-ilm—Maxwell Riddle ..... AF
Features—w—Ida Fried ..... EPS

Feel Young Again—Book serialization—24 installments-1c20"-ilm-orp—Lelord Kordel ..... SPE
Focus on Health—w-500-wire—Alton Blakeslee ..... APN
Food And Your Health—2tw-300-mim—Frederick J. Stare, M.D. ..... LAT
For Better Health—dexS-350-mim-tape—S. L. Andelman, M.D. ..... GFC
Health—dS-man—Dr. Theodore R. Van Dellen ..... CTN
Health and Beauty—w-2c4"-man-tape—Martha Bass Sims ..... EC
Health Capsules—*dexS-1c3¾"-mat—Michael A. Pettl, M.D. ..... UFS
Health For Today—dexS-500-mim—Dr. W. W. Bauer ..... CF
Hollywood Speaks—w-hps-mim—Kurt Singer ..... BPS
How to Keep Your Child Well—tw-man—Dr. Theodore R. Van Dellen ..... CTN
Inner Worlds—3tw-400-500-mim—Dr. Samuel Davenport ..... CHR
Let's Live Longer—12 installments—1c30"-ilm-orp-Leland Kordel ..... SPE
Medical Memos—5tw-150-mim-ill—H. L. Herschensohn, M.D. ..... LAT
Meditopics—cont-var-man-mim—T. Jerome Bishop ..... BIS
***Mirror of Your Mind**—d-3c-mat; S-pt-mat—John Conwell ..... KFS
Parents' World—5tw-350-400-mim—Dr. Eve Jones ..... BON
Personal Health Service—d-450; S-1,000-man-tape—Dr. William Brady ..... NNS
Picture of Health—w-2c/3c-ill-orp—Staff ..... LUI
Reader Service—Timely series, books on income tax, household, bridge, better grades, financial, Social Security/Medicare, Education, Veterans' Benefits, patterns, golf, fashion, needlework . NEA
Rusk Column—S-500-wire—Dr. Howard Rusk ..... NYT
Safety First!—w-400-mim—David O. Alber ..... ALR
Safety First—300-mim—David O. Alber ..... CIT
Science News/Backgrounder Report—5tw 600-1000-ill-mim—Staff ..... SCS
***Secret Agent Corrigan**—d-3c4c—Al Williamson & Archie Goodwin .... KFS
Speaking of Your Health—6tw-proof-mat—Dr. Lester L. Coleman .... CP-KFS
Stay Alive Longer—Book serialization—20 installments-1c30-ilm-orp—Lelord Kordel ..... SPE
Stop Killing Yourself—500-mim-tape—Dr. Peter J. Steincrohn, F.A.C.P. .. BM
Tell Me, Nurse—tw-350-400—mim—Phyllis C. Barrins ..... CIT
The Doctor Says—Medical Column—5tw-550-2c7"-man-tape—Wayne G. Brandstadt, M.D. ..... NEA
The Specialists—w-600-min—Western Reserve Univ. Med. School Faculty .. DOC
The Weather and You—d-300-mim—Medicus Familius ..... RI
The Well Child—Medical Column—w-550-2c7-man-tape—Wayne G. Brandstadt, M.D. ..... NEA
The Worry Clinic—d-2c-mat-mim—Dr. George W. Crane ..... MCN
To Your Good Health—dS-75-mim-tape—Dr. Joseph G. Molner ..... PHS
Topical Medicine—irr-var-mim ..... AFP
What's Best For Your Child—5tw-500-mim-tape—Dr. David Goodman ..... BM
Worry Clinic, The—dexS-mim-650-man-ill-ilm-tape—Dr. George W. Crane ..... HPS
Your Dental Health—w-550-2c7"-man-tape—Dr. William Lawrence ..... NEA
Your Medicare—w-400-mim—Eugene Miller ..... MLN

21—HISTORY—POLITICS

A Round a Day—dwS-1c2"-mat—Eugene Craig ..... DF
Adventure Postpaid—w-1c9"-man-ill—Lee James ..... JL
African Coverage—3tw-400-mim—CNS Correspondents ..... CNS
Antiques—w-275-ill-mim—Dorothy H. Jenkins ..... DHJ
Backgrounders—sw-400-mim—Scott G. W. Meyers ..... TSS
Best from American Heritage and Horizon, The—w-1000-mim-ill—Various ..... APN
Between the Lines—750-man-mim—Edith Kermit Roosevelt ..... ROO
Builders of a Nation—S-400 (Roto-Page)-orp-ill ..... DF
Congressional Quarterly Almanac—an-bound volume ..... CQ
CQ News Stores—3tw-400-mim ..... CQ
CQ Weekly Report—w—reference and qt index ..... CQ
Continuing Alert—cont-1,000-mim ..... WWI
Daily Flashback Calendar—dS-1c1¼"-mat-orp—Dick Peeples ..... AF
Dateline: Harrisburg—w-600-mim—Richard R. Haratine ..... WDS
During This Week—w-160-175-man—Estey I. Reed ..... SS
European Coverage—tw-500-min—Thomas Nuzum & Gene Sherman ..... CNS
Far Eastern Coverage—6tw-500-mim—Ed Neilan & Derek Maitland ..... CNS
Feature Stories—sea-hpt-tpt-mim-ill—Experts in their fields ..... WUP
Federal Corner—w-600-orp—Roulhac Hamilton ..... DF
Federal Spotlight—d-650-mim—Jos. Young ..... WSS
Flashback on Canada—d-250-mim—Bob Bowman ..... TSS
Have You Met . . . ?—w-1,200-ill.—2c4½"-1½c3¼"-mim—Y. L. Tiajcliff ..... NP
Historical Oddities—w-500-600-mim—Duane Koenig, Ph.D. ..... CIT
Historical Series Features—cont-var-man—T. Jerome Bishop ..... BIS
Homemaking Shorts—w-150-1c-man-tape—Staff ..... NEA
If Your Name Is—d-w-470-man-mim—Ann Reynolds, Ph.D. ..... RFS
In America—ind-600—Charles Mitchelmore ..... FA
Know Your Government—tw-200-250-mim—Prof. Carl H. Kalvelage & Peter J. Anderson ..... CIT
Letters of The Presidents—dS-2c8"-ill-mat—H. Jack Lang ..... LAT
Lifeline—d or S-600-700-man-ill—Justin Manning ..... FOU
Miscellaneous Features on Current Events—w-var-mim-ill—Amador Reyes ..... EPC
News Futures—w-mim-1000—Staff ..... CQ
News Personality Pictures—w-1c-ilm-orp—Staff ..... NEA
On This Day—d-135-155-man—Estey I. Reed ..... SS
Picture Review of the Year—an-p-hps-mat-ill—Staff ..... NEA
Political Scene—w-var-mim—Omar Poblets ..... EPC
Review of the Year—an-ps-hps-mat-man-ill—Staff ..... NEA
Schwarzer Caricature Service—20 per mo-1c-mat-ill—Lothar G. Schwarzer .. NNS
Spanish Language Report—w-450 ..... CNS
Stories Behind Words—5tw-120-mim—William S. Penfield ..... PE
Sulzberger Column—3tw-750-wire—C. L. Sulzberger ..... NYT
This Day in History—6tw-mim—Staff ... KFS
Through The Looking Glass—tw-1,000-mim—News Portraits ..... NP
To Be Equal—w-600—Whitney M. Young, Jr. ..... NAT
Today's Index—dS-1⅛"-mat-orp—Dick Peeples ..... AF
United Nations News—tw-2c5"-man—Arthur Gershon ..... CMI
Unknown In History, The—w-500-800-man—Thourot Pichel ..... CN
What Life Has Taught Me—w-hps-mim—Kurt Singer ..... BPS
Where Do You Come From?—cont-mat-orp—John R. Kock ..... SPS
Wicker Column—3tw-750-wire—Tom Wicker ..... NYT
World Affairs—w—Vice Adm. Ruthven E. Libby ..... CNS
World Almanac Facts-Historical Facts—5tw-75-1c4"-ill-ilm ..... NEA
World Lookout—w-Special service from the U.N. ..... WOR
Year End Reviews—an-p-hps-man-mat-ill-ilm—Staff ..... NEA
Your America Day by Day—7tw-w-mat—Clark Kinnaird ..... KFS

22—HOUSEHOLD, DO-IT-YOURSELF, HOUSE PLANS, INTERIOR DECORATING

A Home To Live In—w-2c5"-2c7"-man-ill-ptd copy ..... SHP
A Matter of Taste—3tw-350-mim-ill—William Pahlman ..... PHS
About Your Home—w-1c6"-man-tape—Mrs. Hugo S. Sims, Sr. ..... EC
Antiques—w-275-ill-mim—Dorothy H. Jenkins ..... DHJ
Architects Home Designs—w-500-min-ill—Gerry Bishop ..... BM
Associated Blueprints—w-mim-ill-ilm—Jack McEleney ..... ASA
Bright Ideas—w-var-mat-orp-ill—Joe Jones ..... APN
Chef, The—d-tw-250-300-mim—Sylvia Windle Humphrey ..... BM
Craft Patterns—S-2c7"-mat-proof-ill; or photo and proof—A. Neely Hall ..... CRA
Craft Patterns—w-2c7"-mat-ill ..... CRA
Curious Facts—d-w-450-mim—Donald Whitacre ..... CFF
Daily Financial (7 days) News Reports—domestic & foreign, Teletype ..... PRW
Design for Living—5tw-400-mim—Evan Frances ..... CF
Do-It-Yourself—w-600-700-man-ill-ilm-tape—Mr. Fix ..... NEA
Do It Yourself—w-2c-orp-ilm—J. Ralph Dalzell ..... DAK
Dorsey Connors (Hi! Im Dorsey Connors!)—3tw-500-mim-ilm—Dorsey Connors .... PHS
Dottie Decorates—S-2c-3c-ilm-tape—Dottie and Harry Brown ..... GFC
Easi-Bild—w-350-mim-mat-ill—Don Brann ..... TSS
Easi-Bild—S-350-ilm—Don Brann ..... GFC
Editorial material and picture service for women's pages—all material such as fashion, food, beauty, etc.— d-S-w-m-ms-ill—for foreign and domestic use ..... UOP
Electric Living Guide—w-ps-mim—Various ..... DC
Everyday Law—d-150-mim—Martin J. Ross ..... LAW
Fabric Doctor, The—w-250-mim-ilm—Fred Dodge ..... MM
Family Finance—w-700-mim—Betty Yarmon ..... WNS
Family Pot Luck—w-1c8-mats or orp—Helen Hale ..... CSP
Features—w—Ida Fried ..... EPS
First Aid to the Ailing House—d-400; S-405-mim—Roger C. Whitman ..... BM
Fix-It Tip—w-50-1c4"-il-ilm—Staff ..... NEA
Fix It Yourself—d-350-printed—Hubbard Cobb ..... WSS
Furniture Restoration—m-var-ill—Staff.. WHE
Handy Family, The—w-4c2"-2c4"-mat—Lloyd Birmingham ..... GFC
Helen Homemaker—S-1c2½"-mat-orp—Lloyd Birmingham ..... CF
****Hints from Heloise**—d-mim; S-tps-hpt—mat colors—Heloise Cruse ..... KFS
Home—w-400-ill-mim—Ann Jermyn, George Adams ..... DHJ
Home—w—Ida Fried ..... EPS
Home Bldg Questions and Answers—w—James Murphy ..... CNS
Home Decorating—w-350-mim—Barbara Hartwig ..... CNS
Home Decorations—w-2c4-mats or orp—Staff ..... CSP
Home Furnishings Daily—d-var-ill ..... FA
Home Furnishings in Color—occ-3c-4c-5c-ilm-ill ..... NEA
Home Making Helps—3tw-mat-proof—Eleanor Ross ..... KFS
Homemaker's Humor—w-200-mim—Ann Rudy ..... CNS
Homeowners' Money Savers—S-300-mim—Douglas Tuomey ..... GFC
Home Repair Do's and Don't's—w-man-150-ilm—Andrew C. Lang ..... APN
Home Repair Problems—S-500-mim—Douglas Tuomey ..... GFC
Homes Decorating—S-ps-orp-ill—Jenice Jordan ..... DF
Homes for Americans—w-mat ..... APN
Homes Bldg: Questions and Answers—w—Charles A. Taylor ..... CNS
House Doctor—w-800-mim-ilm—Herman Baum ..... RTS
House News—w-mim—Aurilla Bradford.. ASA
House of the Week, The—w-pt-mat—Andrew Lang ..... APN
House Plans—w-mat ..... KFS
Household Hints—w-var-mim ..... AFP
Household Hints—6tw-mat-proof ..... KFS
Household Scrapbook—dexS-mim-100-300-man—Roberta Lee ..... WLG
Household Stories—w-300-ill-ilm—Vivian Brown ..... APN
Housewife Helps—w-var-ill—Lois Hunter WHE
How Can I???—dexS-mim-100-300-man-orp—Anne Ashley ..... WLG
Illustrated New Homes and Weekly House Releases—w-var-mat—Jack McEleney ..... ASA
Interior Decorating—w-400-man-ilm—Vivian Brown ..... APN
Interior Decorating—tw-mim-ill-400—Betty Pepis ..... BM
Interior Decoration—S-2c-mat—Jane Abrams ..... CTN
Interior Motifs — 2tw-600-mim-ill—Barbara Taylor Bradford.
Know Your Antiques—w-500-mim-ill-ilm—Ralph and Terry Kovel ..... RTS
Minute Mechanic—S-2c-at-orp—Ben Corey ..... HAR
mim—Staff ..... JL
New Products—w-300-mim—Opal Crandall CNS
New Products—w-500-orp—Dorothea Brooks ..... UPI
New Ideas—Products—w-2c5"-500-man-
On The House—w-700-man-ilm—Andrew C. Lang ..... APN
Pointers and Patterns—S-tps-hpt-mat-ilm—Polly Cramer ..... NEA
Polly's Pointers—dexS-350-2c3; S-tps-hpt; ill-ilm-man-mat-tape—Polly Cramer ..... NEA
Reader Service—Timely series, books on income tax, household, bridge, better grades, financial, Social Security/Medicare, Education, Veterans' Benefits, patterns, golf, fashion, needlework .. NEA
Recipe of the Week—1c6"—Staff ..... EC
Short Takes (Fillers)—w-90-250-mim—Staff ..... DHJ
Sid Ascher in New York (Entertainment/Theatre)—w-500-mim—Sid Ascher .... ASC
Slick Trick—d-1c-50-ilm—Staff ..... NNS
Spadea Boutique Patterns—w-1c-2c-mat-orp—Designers ..... SPS
Spice Cabinet—w-1c3"-ilm-orp—Staff ..... NEA
Super Handyman—3tw-mim-ill-mat—Al Carrell ..... KFS
Techtoons—w-2c-mat—Patof and Bixby .. CP
U-Bild-It—dS-var-man-mim—Steve Ellingson ..... UB-MS
U-Bild-Enterprises—dS-var-man-mim-ill—Steve Ellingson ..... DF
Varied—w&m-var-man ..... GLN
We Like This Plan Because . . .—w-2c-3c-mat-ill-orp—Hiawatha Estes ..... NPB
Wife Preservers—6tw-mat—Staff ..... CP
Wife Preservers—6tw-mat—Staff ..... KFS
Women's Page Features—d-350-man-tape-ill-ilm—Rosette Hargrove; Alicia Hart; Gaynor Maddox; Ruth Millett; Mrs. Muriel Lawrence; Helen Hennessy, Aileen Snoddy, Betty Canary, Judy Love, Joanne Schreiber, Polly Cramer .... NEA
Women's Page Fillers—w-150-man-Staff ..... NEA
Workshop Patterns—sw-1c-ilm-mat-100 WPI
You and Your Home—w-3 color mats-various sizes-200-mim—Barbara Barnes & Ed Lehman ..... RTS
You Can Do It—w-500-man—Alfred DeCicelo ..... CTN
You Can Fix It—tw-50-75-ilm-orp—Gene Von ..... WLG
Your Antiques—w-500-mim-mat-ill—Jack Jamieson .....TSS
Your Sew Right—Sewing Column—w—Dale Cavanagh ..... SPS

23—MAPS

Background Maps—w-ill-ilm—Staff .... APN
News Maps—1c-2c-3c-mat—Staff Artists ..... NEA
News Visuals, Pictures, Maps & Charts Page—dexS-ill-ilm ..... NEA
Weather Maps—Long Range Forecast—m-2c6½"-ill-ilm—Staff Artists .... NEA
Where in the World . . .?—d or S-1c2¼" mat-mim—John I. Dugan ..... UFS

24—MOTION PICTURES

A Visit to the Stars—w6 exclusive & intimate candid photos of TV, screen & stage personalties—glossy-8x10—Staff ..... WIP
Ambling With Ann—w-500-mim—Ann Wardell Saunders ..... SE
Arts of Leisure—w-750-mim—Kathleen Carmody ..... NCW
Barney Glazer In Hollywood—dS-400-mim-Barney Glazer ..... TCN
***Behind the Scenes in Hollywood**—6tw-mat-proof—Harrison Carroll ..... KFS
Broadway After Dark—w-1250-min-orp—Bobby Maurice ..... MAU
Champlin, Charles (Motion Pictures Column) ..... LTWP
Drama Review—d-sea-man—John Chapman ..... CTN
Entertainment Features—TV, Stage, Movie News—w-300-400-man-ill-ilm-tape—Joan Crosby & Dick Kleiner ..... NEA
Entertainment Whirl—w-var-man—Buddy Basch ..... BAS
Europe—Cont-4pt-orp—Various Authors ..... EUR
Films, Music, Theatre—w-100 to 350-mim-David Horowitz ..... WUP
Frankly Speaking—m-glossy-8x10-personalities—Gary Wagner ..... WIP
Here's Hollywood—tw-600-mim—Lorraine Gauguin ..... CTN
Hollywood—w-In Spanish, English & Portuguese—Inez & Cecilia Pedroza . PED
Hollywood—dS-mim—Dorothy Manners.. KFS
Hollywood—d-man; S-man-ill— ..... CTN
Hollywood—dexS-400-by wire—Bob Thomas ..... APN
Hollywood—dS-var-mim-man-by wire—Dorothy Manners ..... HHS
Hollywood—3tw-400-wire-(for afternoon papers)—Vernon Scott ..... UPI
Hollywood—4tw-400-wire-(for morning papers)—Vernon Scott ..... UPI
Hollywood Calling—(your city or country)—w-500-mim—Inez & Cecilia Pedroza PED
Hollywood Candid Roundup—for rotor or picture page—Staff Photographers .. HLW

CLASSIFICATIONS OF FEATURES

Hollywood Candid Service—w-var-man-mat-ill ..... GP
Hollywood Choo Choo—w-mim—Bobby Maurice ..... MAU
Hollywood Everywhere—dS-750-mim-photo-print-tape—Sheilah Graham ..... BM
Hollywood Everywhere—dS-600-mim-Ill—Sheilah Graham ..... NANA
Hollywood Feature Service—w-750/1000-mim—John Austin ..... HIS
Hollywood Highlights—tw-500-mim-ilm—Howard Dick ..... CMI
Hollywood Heartline—dS-400-mim—Barney Glazer ..... T. N
Hollywood Informer Column—w-550-mim—John Austin ..... HIS
Hollywood Speaks—w-hps-mim—Kurt Singer ..... BPS
Hollywood—Movies—TV—tw-500-600-2c12"-man-tape-ill—Dick Kleiner ..... NEA
In Movies—w-m-hps-mim-orp—Phil Kalker ..... AEW
Joyce Haber Column—5tw-600-mim—Joyce Haber ..... LAT
Las Vegas Limelight—1c—Barney Glazer ..... TCN
Movie Life—5w-mim—Staff ..... EPC
Motion Picture Column—6tw-450-mim—James Meade and Dave McIntyre .... CNS
Motion Pictures—w—H. W. Holzer .... EPS
Motion Pictures—packet-w-var-mim .... AFP
Movie Column—S-500-wire—Bosley Crowther ..... NYT
Movie Review—w-var-orp—Phil Kalker ..... AEW
News of Broadway & Hollywood—m-hps-orp—Philip Kalker ..... AEW
On Hollywood—dS-750-min-photo print-tape—Harold Heffernan ..... BM
On Hollywood—dS-600-mim—Harold Heffernan ..... NANA
On The Screen—w-800-mim—Herbert G. Luft ..... JTA
Reviewing The New Movies—sw-w-hps-mim-orp—Phil Kalker ..... AEW
Scan Features—occ-500-700-man-7x9 glossy prints supplied—Rex Roper ..... RA
Showbeat—tw-550-2c12-ill-ilm—man-tape—Dick Kleiner ..... NEA
The World of Entertainment—w-1c6"-man-tape—Lillian Hughes ..... EC
Theatre—ind-500—Martin Gottfried ..... FA
The World of Stars—w-650-mim—William Otterburn-Hall ..... CHR
Varieties And Vistas (U.S.A. & L.A.)—w-500—Inez & Cecilia Pedroza ..... PED
Women's Wear Daily—d-var-ill ..... FA

25—MUSIC

A Visit to the Stars—w-6 exclusive & intimate candid photos of TV, screen & stage personalities—glossy-8x10—Staff ..... WIP
Barney Glazer In Hollywood—dS-400-mim—Barney Glazer ..... TCN
Bernheimer, Martin (Music) ..... LTWP
Books and Arts—w-700-man—Miles Smith ..... APN
Classical Records—w-300-orp—Delos Smith ..... UPI
DISCussion—w-2c4"-400-man-ilm—Joe Kaliff ..... AMF
Disc Data—w-1c6"-man-mim—Staff ..... JL
Entertainment Whirl—w-var-man—Buddy Basch ..... BAS
Europe—cont-4pt-orp—various authors.. EUR
Films, Music, Theatre—w-100 to 350-mim—David Horowitz ..... WUP
Frankly Speaking—m-glossy-8x10-personalities—Gary Wagner ..... WIP
Hollywood Speaks—w-hps-mim—Kurt Singer ..... BPS
Hume, Paul (Music) ..... LTWP
In Record Time—w-600-proof—Mary Campbell ..... APN
Jazz Column—w-750—Leonard Feather LTWP
Johnson, Peter W. (Recordings) ..... LTWP
Las Vegas Limelight—1c—Barney Glazer ..... TCN
Let's Look at the Records—w-1c8-mats or orp—Linda Norris ..... CSP
Music Beat—w-500-mim—Skitch Henderson ..... GFC
Music Informer—w-500-mim—Julian Osberg ..... HIS
Music Whirl—m-var-man—Buddy Basch BAS
Music World, The—S-400-wire—Delos Smith ..... UPI
Odd-Ditties, odd facts in verse—d-mim—Sterling Sherwin (ASCAP) ..... GBR
Popular Records—w-300-orp—William L. Laffler ..... UPI
Record Review—w—Dina Dellale ..... EPS
Record Roundup—w—Bob Budler ..... CNS
Records and Tapes—dS-400-mim—Barney Glazer ..... TCN
Rhythm Section—3tw-300-mim-glossy—Ralph J. Gleason ..... CHR
Saturday Review Music Service—w-2500-mim-ill—Irving Kolodin ..... SAT
Top 20 Records—w-200-wire—Staff .... UPI
Top Records of Week—w-200-man—Nancy Gilbert ..... APN
Varieties And Vistas (U.S.A. & L.A.)—w-500—Inez & Cecilia Pedroza ..... PED

26—NATURE

All About Pets—w-450-mim-ill—Eleanor Price ..... GFC
Animal Talk—w-400-mim-ill—Dudley A. Brown ..... ANI
Herb's Potpourri—w-600-ill-man-orp—Herb Majorum VIV
Mark Trail—d-4c2⅛"-5c2⅝"; S-pt-hps-tps-mat—Ed Dodd ..... PHS
Mark Trail's Outdoor Tips—dcxS-1c5⅛"-mat—Ed Dodd ..... PHS
Nature—w-375-orp-ill—Edward S. Thomas ..... DF
Naturebug—S-tps-hps-mat—John Hazlett & Edward S. Thomas .. DF
Notebook On Nature—w-1000-proof-ilm—Ron Lawrence ..... TNS
Outdoor Guideposts—w-2c5"-ill—Fred Luks ..... LUK
Outdoor Living—w-400—Various ..... DHJ
Outdoor Report—w-600-orp-ill—Ed Hutchins ..... DF
Science News Backgrounder Report—5tw-600-1000-ill—Staff ..... SCS
Skies Today, The—dS-1c2"-mim—Bailey R. Frank ..... FRA
Small Worlds Around Us—d-500-mim—Lynn M. Watkins ..... RTS
Weatherwise or Otherwise—w-400-mim—Capt. E. S. Neal ..... MS

27—PATTERNS

American Designer Pattern—d-w-mat-orp—Famous Designers ..... SPS
Anne Cabot Needlework—d-100-1c7"-S-200-2c6"-man-ill-ilm—Anne Cabot ..... NEA
Austine LaMar Fashion Patterns—S-2c8"-mat—Austine LaMar ..... GFC
California Couture Patterns—m-250-mim-ill—various ..... LAT
Craft Patterns—S-2c7"-mat-proof-ill; or photo and proof—A. Neely Hall .. CRA
Craft Patterns—w-2c7"-mat-ill ..... CRA
Dress Patterns Features—dS-1c-proof-mat-ill—Anne Adams and Marian Martin ..... CP
Duchess of Windsor—w-1c-2c-6"-mat—Duchess ..... SPS
International Designers—w-2c-mat—Patterns ..... SPS
Iris Lane Dress Patterns—dcxS-100-ilm-mats ..... GFC
Let's Knit—w-var-ill—Ursulla duBois .. AD
Let's Sew—S-tps-ill-mat ..... KFS
Lois Holmes Knitting Patterns—w-400-mim-ill—Lois Holmes ..... LAT
McCall's Printed Patterns—d-1c-proof-mat-ill-S-2c-proof-mat-2 colors-ill .... CF
Martha Madison Needlework Service—dcxS-100-ilm-1c-mat ..... GFC
Needlecraft Pattern Features—dS-1c-proof-mat-ill—Alice Brooks, Laura Wheeler KFS
Parade of Homes—w-3c8"-ill-glossy—Staff ..... HOM
Pat's Pointers Needlework—w-500-mim-ill—Pat Trexler ..... PHS
Pattern of the Week—w-150-mim-ilm .. AFP
Pattern Party—S-tps-ill-mat ..... KFS
Patterns—w-1c10"-mat—Iris Lane ..... CSP
Patterns by Dutchess of Windsor—m-2c-mat ..... SPS
Personalized—w-2c-mat—Patterns ..... SPS
Pointers and Patterns—S-tps-hpt-mat-ilm—Polly Cramer ..... NEA
Prominent Designers Dress Patterns Features—S-2c—Various Designers ..... KFS
Reader Service, Timely series, books on income tax, household, bridge, better grades, financial, Social Security/Medicare, Education, Veterans' Benefits patterns, golf, fashion, needlework ..... NEA
Sew Speedy $1 Patterns—m-2c6" ..... SPS
Sew What's New—tw-500-mim-ill—Sandra Kelly ..... BM
Spadea Boutique Patterns—w-1c-2c-mat-orp—Designers ..... SPS
Spadea Designer Patterns—w-1c-2c-mat-orp—Famous Designers ..... SPS
Stitchin' Time—w-2c-ill-ilm—Joanne Schreiber & Judy Love ..... NEA
Sue Burnett Dress Patterns—d-100-1c7"; S-200-2c8"-man-ill-ilm—Sue Burnett ..... NEA
U-Bild-It—dS-var-man-mim-ill—Steve Ellingson ..... UB
U-Bild Enterprises—dS-var-man-mim-ill—Steve Ellingson ..... DF
U-Bild Patterns—w-var-ill—Steve Ellingson ..... AD
Workshop Patterns—sw-1c-ilm-mat-100 WPI
Young Originals—Exclusive Designer Patterns—w-2c10"-man-ill-ilm—Fashion Designer ..... NEA
Your Complete Needlework Kit—w-2c9"-250-mat-orp—Dorchen Collins ..... APN

27A—PETS

All About Pets—w-450-mim-ill—Eleanor Price ..... GFC
Cats and Their Care—S-500-mim—Henrietta Hitchcock ..... CF
Dogs—S-man-ill—Tom McNally ..... CTN
Kennel & Leash—w-650-mim—Maxwell Riddle ..... LED
Mostly About Dogs—S-man-ill—Tom McNally ..... CTN
Pet Doctor—d-1c6"-mat—Dr. A. W. Moller ..... APN
Pet Notes—w-1000-man—Dr. Lanier ..... MCN
Points On Pets—w-450—Juanita Hart ..... CNS
Veterinary Journal—w-500-mim—Dr. William Bone, DVM ..... WIL
Wonderful World of Animals—d-500 or S-800-mim-ilm—Dr. Frank Miller, D.V.M., Hubert Buel (artist) ..... CHR

28—PHOTOGRAPHY

Camera College—w-500-man-ill-igp—Irvine A. Brace ..... BRA
Camera News—w-450-man-ill—Irving Desfor ..... APN
Hollywood Calling—(your city or country)—w-500-mim—Inez & Cecilia Pedroza PED
Let's Take Pictures—w-700-ill-man—Rex Frost ..... MIL
Portraits—irr-var-mim ..... AFP
What's New in Photography—tw-50-man—Jerome Lee ..... AMS

29—PUZZLES - QUIZZES

A Problem a Day—dcxS-mim-75-225-man—R. J. Allen ..... WLG-MS
Alphamatics Puzzle—dS-2c3"-mim-orp—Bill Corley ..... CF
Anagrams—dcxS-1c1½"-mim ..... BM
Around The World Contest—60 releases-2c7"-ill ..... SF
Astro-Scram—dS-2c3½"-mat-orp—Jack Fitch ..... LED
Better English—dcxS-mim-85-300-man-orp—D. C. Williams ..... WLG
Brain Game—6tw-mim ..... KFS
Brain Twisters—dcxS-mim-70-200-man—Don Douglas ..... WLG
Brain Twizzlers, The—d-150-200-ilm—Prof. J. D. Flint ..... NNS
Coinword—w-100-ilm—Robert Pearsall .. GFC
Count the Change Game—60 releases-2c7"-ill ..... SF
CP Crossword Puzzle—d-2c-mat ..... CP
CP Crossword Puzzle—6tw-2c-mat ..... KFS
Criss Cross—6tw-1c-mat—John Manning ..... KFS
Cross Word Puzzle—d-2c10"; S-3c10"-mat ..... PHS
Crossword—S-3c10"-mat—Maynard Nickols ..... GFC
Crossword Puzzle—w-2c6½"—Staff ..... CSP
Crossword Puzzle—w-2c-mat—Staff ..... CPS
Crossword Puzzle—dcxS-2c-3c5½"-mat-ill—Staff ..... NEA
Crossword Puzzle—d-2c3 9/16"-mat—R. A. Power ..... DWL
Crossword Puzzle—w-2c6"-mat-orp—A. C. Gordon ..... WLG
Crossword Puzzle—w-2c5"-mat-glossy proof—Bernice Paschen ..... SM
Cross-Word Puzzle—d-2c3 7/16"; S-3c6"-mat ..... BM
Crossword Puzzles—d-2c-mat—Staff ..... APN
Crossword Puzzles—dS-2c-mat—Staff ... CTN
Crossword Puzzles—d-2c; S-3c-mat ..... UFS
Cryptograms—dS- (on mat with crossword puzzle) ..... PHS
Cryptoquips—6tw-mat—Staff ..... KFS
Cryptoquotes—6tw-mat—Staff ..... KFS
Daily Crossword—dcxS-2c8"-mat—Margaret Farrar ..... GFC
Detectograms—w-2c4"-mat-orp—L. and N. Kirk ..... KI
Do You Know?—cont-1c4"-man—T. Jerome Bishop ..... BIS
Dollar Darts—w-2c5"-mat ..... SF
Doodletoo—w-var-ill—Bord Stephens ... WHE
Factographs—6tw-mat-proof ..... CP-KFS
Factoquiz—6tw-mim ..... KFS
Figurits—w-mim-150-man-orp—Don Douglas ..... WLG
Fortune Teller—w-2c5"-orp—A. C. Gordon ..... WLG
Fun With Figures—5tw&S-1c4"-mat-ill-orp—J. A. H. Hunter ..... TNS
In The News—w-1c-ilm—George Grunewald ..... CF
Inspector Markham—w-4c3½"-mat—E. Leegstra ..... DWL
Jumble—that Srambled Word Game—dS-2c-mat—Henri Arnold & Bob Lee CTN
Junior Jumble—w-2c/3c-mat—Bob Lee & Henri Arnold ..... CTN
KFS Crossword Puzzle—6tw-2c-8-3c—Eugene Sheffer ..... KFS
Language Ladder—dw-2c-1c—Fran & Joe Baker VIV
Little People's Puzzle—dS-2c-mat—Leo White ..... UFS
Look and Learn—dcxS-mim-115-200-man-orp—A. C. Gordon ..... WLG
Memory Quiz—dcxS-1c4"-100-mim—Donald Saltz ..... MEM
My Word!—d-1c3¼"-mat—Frank Hedlund & James Ponter .... RTS
Package Deal—w-15 features-mat-glossy proofs ..... SM
Pathway to Success Quizz—w-hps-mim—Jane Sherrod ..... BPS
Pictorial Intelligram—w-100-2c5¼"—Staff ..... NEA
Play With Us—dS-2c10"-orp-(French & English)-R. Peloquin ..... SOP
Premier Sunday Cross Word Puzzle—S-3c—Eugene Sheffer ..... KFS
Prizeweek Crossword Puzzle—w-2c-mat—Staff ..... DWL
Prizeweek Crossword Puzzle—w-2c-mat ..... BM
Prize Crosswords—w2c-100-ill-ilm ..... NEA
Prizewords—w-2c-100-ilm-ill—Staff ..... EFS
Puzzle Page—S-ps-pt-mat ..... KFS
Quick Quiz—dcxS-100-1c4¾"-man-tape-ill-ilm—Staff ..... NEA
Quickie Quiz—w-150-mim—Irma Kaufman ..... CIT
Quick Quiz—w-2c-mat—John Langton ... GFC
Quiz Hall—dcxS-2c5"-man—Wilton E. Hall ..... HPS
Quote-Acrostic—w-3c-mat-orp—Charles Preston ..... PHS
Ring It Rich—d-w-3tw-3c12"-orp ..... SF
Scramble Steps—d-2c5¾"-orp—Charles J. Basch ..... BAS
Scramlets—dS-2c ..... MCN
Self-Analysis Quiz—w2c-mats-proof-mim-text—James Sharrod Singer ..... SM
Solve-A-Crime—w-mim-350-man-orp—A. C. Gordon ..... WLG
***Spanish Crossword Puzzle**—6tw-2c-mat—Staff ..... KFS
Star Gazer—dS-2c ..... MCN
Ten Word Teaser—d-orp—Fran & Joe Baker VIV
Test Your English—d-200-mim—Carroll H. Jones ..... RTS
Test Your Facts—dcxS-man—Staff ..... CTN
Test Your Horse Sense—dS-man—Dr. George W. Crane ..... CTN
Test Your Vocabulary—dcxS-2c-mat ..... BM
The Big Check Puzzle Contest—up to 80 releases 12c5"-mat ..... SF
The Scrambler—dcxS-2c3"-orp—Ronald Anders ..... AE
The Word's The Thing—w-300-mim—Ray Bartells ..... OHF
Town Words—60 releases—2c10"-ill .... SF
Treas-O-Gram—w-100-ilm-mim—Robert B. Pearsall ..... GFC
Treasure Hunt Contest—w-400-ill ..... SF
TV Crosswords Puzzle—w-3c8"-mat-ill—Staff ..... NEA
TV Starscramble—S-w-2c-mat—Leo White ..... BM-CF
TV Teaser Crossword Puzzle—w-3c5"-1c6¼"-mat-ill—Staff ..... NEA
Two Minute Mystery—d-w-300-350-24 part series-col-mim—Donald J. Sobol .... TM
U.S. Wide Quiz—S-500-mim—Dan Williams ..... CT
Weekend Bible Quiz—w-150-mim—Lavina Ross Fowler ..... NNS
Weekly Crossword Puzzle—w-2c8"-mat—Staff ..... NEA
What Do You Know—6tw-mim—Dr. Sabina Connolly ..... KFS
What's Your Fashionscope?—w-10-mim—Ethel Burge ..... BUR
Where in the World . . .?—d-or S-1c2¼"-mat-mim—John I. Dugan ..... UFS
Who Am I?—w-150-orp—Clarice Erwin AR
Who Is Who?—w-3c6"-orp-ill—Tom Cybulski ..... DF
Who Knows? The Answers—w-1c6"-man—Lillian Hughes ..... EC
Word Definitions' Fictionary—w-9x12—Singer Features ..... BPS
Word Game—dcxS-1c3"-mim ..... BM
Young Hobby Club—dcxS-250-1c-mim-ilm—Cappy Dick ..... PHS

30—RADIO AND TELEVISION

A Closer Look—dcxSat-3tw-400-550-mim—Ernie Kreiling ..... KRE
A Visit to the Stars—w-6 exclusive & intimate candid photos of TV, Screen & Stage personalities—glossy-8x10—Staff ..... WIP
Adverteasers—3tw-2c5"-mat-orp ..... CKS
Arts of Leisure—w-700-mim—Kathleen Carmody ..... NCW
Assignment: Television—w-500-mim—Terrence O'Flaherty ..... CHR
Barney Glazer In Hollywood—d-S-400-mim—Barney Glazer ..... TCN
Center Stage (TV)—w-700—Don Swanson ..... CNS
Channel Chuckles—d-1c3¾"-ilm—S-hps-tps-pt-mat—Bil Keane ..... RTS
Entertainment Features—TV, Stage, Movie News—w-300-400-man-ill-ilm-tape—Joan Crosby & Dick Kleiner ..... NEA
Entertainment Whirl—w-var-man—Buddy Basch ..... BAS
Europe—cont-4 pt-orp—various authors ..... EUR
Frankly Speaking—m-glossy-8x10-personalities—Gary Wagner ..... WIP

Gag Bag—S-man—Larry Wolters ..... CTN
Global TV—w-500-man-mim-7x9 glossy photos supplied—Sandy Raines ..... RA
Hollywood—3tw-400-wire (for afternoon papers)—Vernon Scott ..... UPI
Hollywood—4tw-400-wire (for morning papers)—Vernon Scott ..... UPI
Hollywood Calling (your city or country) —w-500-mim—Inez & Cecilia Pedroza PED
Hollywood Feature Service—w-750/1000-mim—John Austin ..... HIS
Hollywood—Movies—TV tw-500-600-2c21"-man-tape-ilm—Dick Kleiner ..... NEA
Hollywood Highlights—tw-500-mim-ilm—Howard Dick ..... CMI
Hollywood Heartline—dS-400-mim—Barney Glazer ..... TCN
Hollywood Speaks—w-hps-mim—Kurt Singer ..... BPS
Interview Features—oce-500-700-man-7x9 glossy photos Supplied—Sandy Raines ..... RA
Las Vegas Limelight—1c—Barney Glazer TCN
Laurent, Laurence (Radio-TV) ..... LTWP
Lookin' 'N' Listenin'—w-500-mim—Ann Wardell Saunders ..... SE
Music Informer—w-500-mim—Julian Osberg ..... HIS
Point of View—6tw-400-mim—Donald Freeman ..... CNS
Radio News Bulletin—d-var—Wire ..... AFP
Radio News Service—7tw ..... UPI
Radio-Television Week—w-700-man-on AP wires—Cynthia Lowry ..... AP
Radio-TV: An Objective Report—cont-500-man—T. Jerome Bishop ..... BIS
Radio-TV Day by Day—d exSat-500-man—Cynthia Lowry ..... APN
Scan Features—oce-500-700-man-7x9 glossy prints supplied—Rex Roper ..... RA
Showboat—tw-550-2c12"-ill-ilm-mim-man-tape—Dick Kleiner ..... NEA
Show Biz—Color Cartoon—w-2c4½"-mat—Flash Fairfield ..... NEA
Show Time—Color TV Service—tab magazine cover—1200-w-ill-ilm ..... NEA
Shows To Watch (Television)—w-var-mim—Hal Humphrey ..... LAT
Station Break—TV Comic Panel—d-1c3¼"-ill-ilm—Geo. Lemont ..... NEA
Technical and semi-technical scientific articles and general news ..... PWF
Television Candid Service—w-var-man-mat-ill ..... GP
Television Column—S-500-wire-mim—Jack Gould ..... NYT
Television Informer—w-550-mim—John Austin ..... HIS
Television in Review—5tw-500-wire (for afternoon papers)—Rick DuBrow ... UPI
Television Week—S-750-by wire—Cynthia Lowry ..... APN
The Mail Ego—w-500-mim—Terrence O'Flaherty ..... CHR
The Record Rack—tw (var)-300-mim—Bud Good ..... CMI
The Tube—w-1000—Rex Reed ..... FA
To Be Equal—w-var-mim—Whitney M. Young, Jr. ..... BIS
Top View—tw-100-mim ..... MCN
TV-Cameo—w-3c-mat—Ed Misurell ..... CP
TV Cameos—w-mat ..... KFS
TV Close Ups—d-1000-mim—Marilyn Beck ..... BM
TV Commentary—w-½ col-man or tape—Mrs. Hugo S. Sims ..... EC
This Week's Motto—w-10-man—Staff ... SS
TV Interviews—S-500-ill-mim—Mimi Mead ..... BM
TV—From a Woman's Viewpoint—w2c8"—Marcia Michels ..... AMF
TV Key Features, Mailbag, Previews—d-ill-mim—Stephen H. Scheuer & Staff .... KFS
TV Laffs—d-1c-mat—Cliff Rogerson ..... BM
TV News—dexS-450-wire—Staff ..... NYT
TV Notebook—w-450-550-4c6½"-man-ill-ilm-tape—Joan Crosby ..... NEA
TV Notes—w-250-orp—Staff ..... UPI
TV Personalities—d-300-man-ill-ilm—Mary Goss & Frank Remle ..... NEA
TV Preview for Next Week—w-500-600-man ..... NEA
TV Profile—w-500-orp—Vernon Scott ... UPI
TV-Radio—3tw-500-wire (for morning papers)—Jack Gaver ..... UPI
TV-Radio Review—w-500-man—Clay Cowran ..... CTN
TV Scout—television preview service—d-500-600-man ..... NEA
TV Test—w-1c6-mats or orp—Staff ..... CSP
TV Time—dS-mim-var-Q & A-mim-1c2c-ill-movie review, catalog, previews, etc—Staff ..... BM
UPI Audio Network—7tw ..... UPI
UPI Radio News Service—7tw ..... UPI
Video—Everyday—dS-var-man-ilm—Frances M. Knox ..... DIC
Video—Everyweek—w-4 or 8 pts-mim-ilm—Frances M. Knox ..... DIC
View—w-tpt-man-ilm—Frances M. Knox DIC
Viewing TV—3tw-350-mim—Hal Humphrey ..... LAT
What's On? TV-Radio—S-man—Ben Gross ..... CTN
Women's Wear Daily—d-var-ill ..... FA

31—RELIGION

A Christian Thinks—cont-var-man—T. Jerome Bishop ..... BIS
A Happy Home—w-175-mim—Staff ..... INR
A Lift For Living—S-500-mim-tape—Rev. Harold E. Kohn ..... GFC
Adventures with God—w-600-mim—Jane Scott ..... TNS
Altar Stairs—dS-2c4½"-man—Dr. E. Duane Hulse ..... HPS
Best Sermons of Month—m-600-2000-man-orp—selected authors ..... PRO
Bible, Can You Quote It?, The—d-150, S-250-mim—Lavina Ross Fowler ..... NNS
Bible Speaks, The—w-1c20"-mat-ill—Lawrence W. Althouse ..... CPS
Bible Stories In Color—w-m-hps-mat-orp-transparencies—W. A. Nicolas ... SPS
Bible Verse—w-1c2½"-man—Staff ..... EC
Bread of Life—d-123-mim-tape—Rev. A. Purnell Bailey ..... GFC
Church Ad—w-3c8"-mats or orp—Staff ..... CSP
Church Forum—w-175-mim—Staff ..... INR
Church Humor—w-2c4"-mat-orp ..... CKS
Confident Living—w-650-mim-tape—Dr. Norman Vincent Peale ..... PHS
Country Parson, The—d-1c3"-ilm—Frank Clark ..... RTS
Creamed Comments on the Sunday School Lesson—w-500-mim—Staff ..... INR
Daily News Reports, Domestic and Foreign—dex sat 12,500-var-mim—Staff ..... RNS
Days and Customs of All Faiths—w-var-mim-tape—Dr. Howard V. Harper ..... GFC
Discussion Questions on the Sunday School Lesson—w-250-mim—Staff ..... INR
Do You Know Bible Questions and Answers—w-100-mim—Staff ..... INR
Feature Stories—sea-hpt-tpt-mim-ill—Experts in their fields ..... WUP
Great Books Crossword Puzzle—w-2c-mat KFS
I Am in Iambic—d-w-col—Jo'n Milton Hagen ..... GBR
International Bible Lesson Column—w-750-mat-man—Dr. Clarence W. Cranford .. NCR
Jewish Quiz Box—w-400-mim—Rabbi Samuel Fox ..... JTA
Lenten Guideposts—sea-1200-mim—Various Authors ..... RTS
Lenten Series—an-450-600-2c10"—Rev. David Poling ..... NEA
Let's Talk—w-500—Rev. Lee Truman ..... CNS
Living Faith—dexS-man—Harold Blake Walker ..... CTN
Looking Up At Life—w-man—Harold Blake Walker ..... CTN
Memo To Caesar—Lenten Series—40 Articles dexS-275-man-mim—Ken Woodman ... HPS
Mosaic—w-800-orp—Leon Paul ..... PAU
My Answer—dexS-1c-man—Billy Graham CTN
Our Preacher Says—w-75-mim—Staff ... INR
Our Religions—w-500-mim—Dr. Carlyle Adams ..... RTS
Phillip's Flock—w-1c2"-mat-orp—Doc Goodwin ..... DF
Prayer for Today—dexS-50-60-man—Various Authors ..... NCR
Religion—w-250-mim—Claire Cox ..... CNS
Religion in Review—w-2000-mim—Staff ..... RNS
Religion Today—w-500-by wire—George Cornell ..... APN
Religious Drawings—w-2c5"-3c6"-mat-glossy proofs—Jack Hamm ..... SM
Religious (Church) Series—w-3c-4c-5c-mat-orp—J. C. Coleman ..... CA
Religious Press Newsletter (formerly Religious Reports)-sm-w-2500-hpt-mim ..... AWR
Religious Series Features—cont-var-man—T. Jerome Bishop ..... BIS
Religious Service—d-var-mim ..... AFP
Rev. Lester Kinsolving—w-650-mim—Rev. Lester Kinsolving ..... CHR
Sermonograms—w-400-mim—Staff ..... INR
Silver Lining—w-650-mim—Rabbi Samuel Silver ..... SAF
60 Second Sermons—dexS-200-mim—Fred Dodge ..... MM
Strength For Today—dexS-250-mim—Dr. Earl L. Douglass ..... CF
Sunday School Lesson—S-750-mim—Dr. Earl L. Douglass ..... CF
Sunday's Sermon—w-1c6"-mat-ill—Staff ..... CSP
Support the Church—w3c9"-4c11"-5c13½"-mat-ill ..... KEA
The Better Way—w-175-mim—Staff .... INR
The Bible Says—cont-var-man—T. Jerome Bishop ..... BIS
The Church Invites You—w-150-mim—Staff ..... INR
The Power of Faith—w-2c3"-art & text-mat or prints—Woodi Ishmael ..... APN
The Word of God—d-30-50; supplied semi-annually, free-various Bible Scholars PRB
Thoughts—Bible Classics Quotations—dS-50-75-1c2"-man-tape ..... NEA
Three Minutes A Day—d-S-150-man—James Keller ..... MCN
Ties That Bind—w-600-mim—Rev. James T. McHugh ..... NCW
Truth for Today: Let's Ask The Bible—d-400-mim—A. G. Van Campen ..... GS
Turning Point—w-400-mim—Max Christensen ..... CS
Varieties And Vistas (U.S.A. & L.A.) w-500—Inez & Cecilia Pedroza ..... PED
Washington Religious News (formerly Religious Report)—sm-w-2500-hpt-mim—Robert Tate Allan ..... WRN
Week in Liturgy, The—w-700-mim—Rev. Robert W. Hovda ..... NCW
Week in Religion, The—w-900-var-mim RNS
Week in Religion, The—w-500-wire—Staff ..... UPI
Weekend Bible Quiz—w-150-mim—Lavina Ross Fowler ..... NNS
Weekly Bible Comment—w-45-2c7"-man ..... NEA
Weekly Meditation—w-150-mim—Colin Douglas ..... WLG
Weekly Sunday School Lesson and Bible Strip—w-mat—Alfred Buescher ....CP-KFS
What Life Has Taught Me—w-hps-mim—Kurt Singer ..... BPS
Wit and Wisdom—w-75-mim—Staff .... INR
World Of Religion—w-500-mim—Allen Spraggett ..... TSS
World Religious News—w-200-mim—Staff ..... INR
Your Life and Mine—d & w-300-mim—Phyllis Mitchell ..... MIT

32—RESEARCH—POLLS—SURVEYS

Almanac—7tw-wire—Staff ..... UPI
Continuing Alert—cont-1000-mim .... WWI
Editorial Research Article Service—w-mim-2000—Staff ..... EDR
Editorial Research Daily Service—5tw-mim-600—Richard Spong ..... EDR
Editorial Research Reminder Service—w-mim-2000—Staff ..... EDR
Editorial Research Weekly Report—w-6000—Staff ..... EDR
Gallup Poll—Public Opinion News Service —3tw-var-man—Dr. George H. Gallup ..... PHS
If Your Name Is—d-w-470-man-mim—Ann Reynolds, Ph.D. ..... RFS
Job Talks—w-350-orp—Bets Wilson ..... DF
Public's Opinion, The—w-500-mim—John Kraft ..... NNS
Sound Off—2tw-man—Roger George .... MCN
Top View—tw-400-mim ..... MCN
Washington Capital News Service—6tw.. UPI

33—SCIENCE

Better Mousetraps—w-150-2c6½"-orp-ill—Edward Keeling, LLB, JD ..... FOU
Character Clues—d-1c3"-mat-orp—Galen Scott ..... LED
East-West Trade Newsletter on Business & Economic Affairs—w-500-800-orp—Staff correspondents & outside contributors FNS
Features—w—Ida Fried ..... EPS
Feature Stories—sea-hpt-tpt-mim-ill—Experts in their fields ..... WUP
Frontiers of Science—5tw-4c2½"-5c3"-ill-mat—Andrea Bresciani, Robert Raymond & Stuart Butler, Ph.D. .... LAT
Hi-Fi Equipment—dS-400-mim—Barney Glazer ..... TCN
How Does It Work?—w-3c4 7/8"-mat—A. F. van Hall, J. A. van Dijk ..... DLW
Housing Highlight—w-2c/3c-ill-orp—Staff ..... LUI
How It's Made and Functions—w-2c/3c-ill-orp—Staff ..... LUI
How We Produce Basic Materials—w-2c/3c-ill-orp—Staff ..... LUI
How We Test, Measure, Control—w-2c/3c-ill-orp—Staff ..... LUI
Know The Weather—d-w-1c6"-man-tape—Edward H. Sims ..... EC
Let's Make—S-2c-mat-orp—Ben Corey ..... HAR
Map of the Stars—m-4c10⅜"-ilm-mim—James Stokley ..... SCS
March of Science—S-800-by wire—Alton Blakeslee ..... APN
Medifax and Fiction—w-2c/3c-ill-orp—Staff ..... LUI
New—dexS-1c4⅝"-mat—Gene Fawcette ..... PHS
New Ideas and Gadgets—w-500-ill-ilm-proof-photoprint—Staff ..... SCS
News Service—7tw-teletype ..... PRW
Our New Age—S-pt-hps-tps-mat—Athelstan Spilhaus & Gene Fawcette ..... PHS
Our Space Age—d-2c-mat—Otto S. Binder ..... BM
Research Grant Review—sm-1c5"—Staff ..... CMI
Reston Column—S-750-wire—James Reston ..... NYT
Science—irr-var-mim ..... AFP
Science—w—Mary Jane Bergen ..... EPS
Science and You—3tw-400-mim—Dr. Leonard Rieffel ..... PHS
Science and You—5tw-400mim—Dr. Leonard Rieffel C33
Science at Work—w-500-wire—John Barbour ..... APN
Science Briefcase—w-500-800-tps-mim—Staff ..... SCS
Science Column—S-500—Walter Sullivan. NYT
Science For You—S-100-2"x4½"-mim-mat—Bob Brown ..... GFC
Science Feature Story—w-1200-ill-on proof-photoprint—Staff ..... SCS
Science In Focus—w-500-orp-ill—Tom Fennessy ..... DF
Science News—tw-450-mim—Bryant Evans ..... CNS
Science Newsfeatures—w-ill-by wire—Frank Carey, Alton Blakeslee and John Barbour ..... APN
Science News—tw-450-mim—Bryant Evans ..... CNS
Science News Backgrounder Report—5tw-600-1000-ill—Staff ..... SCS
Science News Service—3tw-S-ill-color mim ..... WBE
Science Review of Year—an-mim-ill—Staff ..... SCS
Selected releases and illustrations in general Science; includes personal stories of U.S. Astronauts and families. Minimum 3 stories per wk.-sw-mim-ill ..... WBE
Shaping the Earth—w-3c3¼"-mat—Dr. A. A. Manten ..... DWL
Sid Ascher in New York—w-500-mim—Sid Ascher ..... ASC

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Space I. Q.—dexS-500-mim—William Weiser ..... CF
Stars Above—w-200-mim-ilm—Sherman Walker ..... LAT
Technical and semi-technical scientific articles and general news ..... PWF
Technifax Illustrated—w-2c/3c-ill-orp—Staff ..... LUI
The Weather and You—d-300-mim—Medicus Familius ..... LAT
Tools People Use—w-2c/3c-ill-orp—Staff ..... LUI
Washington Science Report—w-400-mim—William Hines ..... PHS
What Life Has Taught Me—w-hps-min—Kurt Singer ..... BPS
Wonders of Nature—w-3c3¾″-mat—Dr. A. A. Manten ..... DWL
Wonders of the Universe—w-1000-min-ill-tape—Dr. I. M. Levitt ..... GFC
World Book Encyclopedia Science News Service—3tw-var-mim-ill ..... PHS
Your Doctor Is Reading—w-300-500-qps-mim—Faye Marley ..... SCS

34—SERIALS

Bestseller—w-hps-mim or book form—Various Authors ..... BPS
Cartoon Books—w-book form—Various Authors ..... BPS
Complete Guide For The Working Mother—ind 12 pt. series-man-mim—Margaret Albrecht ..... DDS
Foreign Strips (panels)—w-varies-mat—Various ..... BPS
Gripping-Enthralling-Dramatic Series—pkge. 6 to 12-1000-mim-ilm—Outstanding Authors. Writers & Claire Wilbur, Ed.-in-Chf ..... CF
I Love A Roosevelt—ind-7 pt. series-man-mim—Patricia Peabody Roosevelt .... DDS
Lenten Guideposts—sea-1200-mim—Various Authors ..... RTS
Liberty Magazine's Book Serials—m-9x12-ill-orp—Various ..... BPS
Make People Like You—Book serialization-18 installments-1c20″-ilm-orp—Lelord Kordel ..... SPE
***Mystery Novelettes**—w-mim-ilm ..... FKS
Serialization of Books of Current Interest; Current titles available on request—Kurt Singer ..... BPS

Sports Serials (British, Australian, American sports and non-fiction and instruction books) ..... JL
The Divorcee's Handbook—ind-12 pt. series—man-mim—Louise Rohner ..... DDS
The Quality of Courage—12 part series—man-mim—Mickey Mantle ..... DDS
The Truth About Men—12 part series—900 words each—Cullen Moore ..... CMS

35—SHORT STORIES

Feature Stories—sea-hpt-tpt-mim-ill—Experts in their fields ..... WUP
Grover Brinkman Features—w-400-500-man-8x10 glossy photos—Grover Brinkman ..... RA
Short Article Service—w-1000-mim—Various ..... TSS
Short Stories—w-4c5″man; S-ps-pt-hps—Frank Del-Witt ..... HT
Short Story—de-man—Well Known Authors ..... CTN

36—SPECIAL PAGES

A Home To Live In—w-2c5″-2c7″-mat-ill-ptd copy ..... SHP
Alphamatics Puzzle—dS-2c3″-mim-orp—Bill Corley ..... DF
Antique Wise—S-600-mim-ill—Dorothy Hammond ..... CF
Antiques and Attic-ulations—w-4c5″-man; S-ps-pt-hps—Katherine Schilling ..... HT
Automobiles—an-16pg. tabloid—Staff ... APN
Back to School—an-16 pts-mats or orp-ill—various ..... APN
***Believe It or Not**—d-2c-3c; S-hps-1c-tps-mat ..... KFS
Brides—an-16pt-mats-or orp-ill—various ..... APN
Builders of a Nation—S-400 (Roto page)-orp-ill—Ed Mason ..... DF
***Bulletin News Mats**—6tw-mat—Staff .. KFS
Carl H. Giles Features—w-var-ill-man-mim—Prof. Carl H. Giles ..... RA
Christmas—an-16 pt-mat or orp-ill—various ..... APN
Christmas Shopping Feature—an-ps-tape-man-ill-ilm—Staff .....NEA-DNB
Clyde Moore Says—dS-175-orp—Clyde Moore ..... DF
Coin-Wise—w-1c-2c-350-ill-ilm-orp—Leon T. Lindheim ..... NNS
Color-Pictures and Illustrations—w-ill-ilm ..... NEA
Complete Guide For The Working Mother—ind-12 pt. series-man-mim—Margaret Albrecht ..... DDS
Cook's Corner—w-ps-hps-orp-ill—Lillian Hergesell ..... DF
CP Compact Weekly Service—w-proof-mat KFS
Craft Patterns—w-2c7″-mat-ill ..... CRA
Feature Picture Stories from throughout the World—cont-var-ill-mim-lgp-orp ... MP
Feature Pictures—d-1c-2c-3c-4c-mat ..... NEA
Federal Corner—w-600-orp—Roulhac Hamilton ..... DF
Full 6-Column Page Mat of Weekly Features—w-6c19″-mat ..... SM
Full 5-Column Tabloid Page Mat of Weekly Features—w-5c15″-mat ..... SM
Golden Age—3tw-2½x3″-mat—Robert Hoover ..... DF
Hobby Hoarse Tales—w-4c5″-man; S-ps-pt-hps—Frank Del-Witt ..... HT
Holiday Preparedness—sea-250-300-man-ill-ilm—Staff ..... NEA
Homes—an-16 pt mats or orp-ill—various ..... APN
I Love A Roosevelt—ind-7 pt. series-man-mim—Patricia Peabody Roosevelt .... DDS
Insurance Simplified—w-300-mim—Saul Sokol ..... DN
Justice Stories—S-ill-ilm—Ruth Reynolds CTN
Magazine Pages—S-ill-ilm—Staff ..... CTN
Masterpiece Gallery—w or S-600-man-orp—Robert Kent ..... FOU
NANA Photo Service—w-6 to 12 exclusive photographs from top world wide agencies ..... NANA
Nature—w-375-orp-ill—Edward S. Thomas DF
News Pictures—Telephoto—Spot News—d-1c-2c-3c-mat ..... NEA
Nicholas and Alexander—7 pt. series-ill-mim—Robert K. Massie ..... DDS
Newsweek Feature Service—w-7 to 10 articles-750 words each-mim-ill—Staff ..... NFS
Old and New-mismatics!—w-4c5″-man; S-ps-pt-hps—Katherine Schilling ..... HT
***Pic-Tales (Photo Story Layouts)**—w-3 to 6 col—Staff ..... KFS
Pictorial Page (general)—6tw-ps-pt-mat—Staff ..... KFS
Picture News Page—w-news and feature-1c-2c-3c-ps-mat ..... NEA
Picture Review of the Year—an-p-hps-mat-ill—Staff ..... NEA
Picture Show—w-ps-mat—Staff ..... APN
Public's Opinion, The—w-500-mim—John Kraft ..... NNS
Putting My Knows to the Grindstone!—w-4c5″-man; S-ps-pt-hps—Frank Del-Witt ..... HT
Quarter age Mat of Four Comic Strips—w-4c9½″-mat ..... SM
Review of The Year—an-ps-hps-man-mat-ill—Staff ..... NEA-DNB
Science In Focus—w-300-orp-ill—Tom Fennessy ..... DF
Science News—tw-450-mim—Bryant Evans ..... CNS
Selected Local Magazine Specials—cont-500-1000-mim-ilm—Lothar J. Schwarzer ..... NNS
Senior Forum—3tw-350-mim-tape—Paul Hightower ..... GFC
Six Column Half Page of Weekly Features—w-6c9½-mat ..... SM
Sketches—d-1c-75-mim-tape—Ben Burroughs ..... GFC
Sparks of Widsom—dexS-mim-60-70-man—Cedric Simms ..... WLG
Spot News Features, Illustrated—w-mats (5 wkly) ..... KFS
Tabloid Offset Page—w-5c-15″-orp ..... SM
Teen Manners—w-400-mim—Pat Davis ..... CNS
The Divorcee's Handbook—ind-12 pt. series-man-mim—Louise Rohner ..... DDS
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Timely Books—m-var-mim—Staff ..... CTN
"The Shrewd Nude" or other light & dark verse—dex Sat-25-50-mim—John Milton Hagen ..... GBR
Travel Features—6tw-400-mim—Staff, Correspondents ..... CNS
U-Bild-It—dS-var-man-mim-ill—Steve Ellingson ..... UB
U-Bild Enterprises—dS-var-man mim-ill—Steve Ellingson ..... DF
Vintage Years, The—w-1c (separate)-500-mim—R. O. Beckman ..... CF
Weekly Picture Page—w-news & features-1c-2c-3c-ill-ilm ..... NEA
Year End News Review—an-ps-ill—Staff APN
Year End Reviews—an-p-hps-man-mat-ill-ilm—Staff ..... NEA
Year End Sports Review—an-var-ill—Staff ..... APN

37—SPORTS—OUTDOORS—BOATING

According to Hoyt—w-2c20″-orp—Waite Hoyt ..... ATH
Afield and Afloat—dexS-1c3″-mat-orp—Hank Andrews ..... AF
Around The World In Sports—w-mim—Julio Salveat ..... EPC
Ask Joe Wilman—d-1c-100-ilm-tape—Joe Wilman ..... NNS
Ask Me—dwS-100-mim—Louis Berliner .. DF
Ask Paul Dojack Football Canadian Rules—occ-150-mat—Paul Dojack .... TSS
Ask Vern Buffey Hockey Rules—occ-150-mat—Vern Buffey ..... TSS
Baseball's Immortal Madcaps—20 articles-800-ill-ilm—Harry Jones and Fred Reinert ..... AF
Baseball Play-By-Play—wire—d-sea-man . AP
Baseball Series—sea-300-500-man-ill-ilm ..... NEA
Baseball Statistics—tw-on-extension AP Sports wire—w-on ext. teletype-setter Sportswire ..... AP
Basketball Prophecy & Ratings—w-2c5-var-mim—Mort Olshan ..... MOS
Basketball Series—sea-300-500-man-ill-ilm ..... NEA
Better Five Pin Bowling—3tw-sea-ilm-mim—Dick Simon ..... TSS
Between You 'n Me—3-550-2c11″-man-ill-ilm—Murray Olderman ..... NEA
Biff Buff—6tw-1c4-mat-orp—Kearney Egerton ..... LAT
Bill Casper Says—3tw-75-2c-mat—Bill Casper ..... NNS
Boating—w-1c-2c-350-ill-ilm-orp—Stan Davles ..... NNS
Boating—w-500-orp—Jack Woliston .... UPI
Bobby Hull's World of Hockey—w-350-mim-mat-ill—Bobby Hull ..... TSS
Bowling At Its Best—w-2c-mat—Dick Weber ..... GFC
Bowling Series—sea-300-500-man-ill-ilm ..... NEA
Bowling Tips—d-1c-65-ilm—Don Carter & Marion Ladewig ..... NNS
Camping with Van—w-750-mim—Martin Vanderveen ..... PAV
Cage Power Ratings—College Basketball Ratings & Predictions—w-var-mim—Mort Schwartz ..... FF
Comment on Sports—w-1c15″-man-tape—Pete Fritchee ..... EC
CP Sports Mats—d-6tw-mat ..... CP
Curious Facts—d-w-450-mim—Donald Whitacre ..... CFF
Curling Cues—w-sea-ill-mat-mim—Ron Northcott ..... TSS
Dick Dunkel's College Basketball Index—sw-var-mat—Dick Dunkel ..... DSR
Dick Dunkel's College Football Index—sw-var-mat—Dick Dunkel ..... DSR
Dunkel Sports Rating Service—sea-2&3-mat-mim—Dick Dunkel ..... BM
***Durslag Sports Column**—6tw-mim—Melvin Durslag ..... KFS
Fan Fare—d-1c6½″-3c; S-hpt-tps-mat—Walt Ditzen ..... PHS
Football Prophecy & Ratings—w-2c5″-var-mim—Mort Olshan ..... MOS
Football Series—sea-300-500-ill-ilm—Murray Olderman ..... NEA
For The Fun Of It—w-2c12″-man-tape-ilm—Jim Crossley ..... NEA
Frankly Speaking—m-glossy-8x10-personalities—Gary Wagner ..... WIP
***Fur, Fin and Campfire**—3tw-mat-proofs—Staff ..... KFS
Fur, Fin and Campfire—3tw-mat-proofs—Staff ..... CP
Gary Player's Golf Class—3tw-4c-5c-mat KFS
Golfing With Arnold Palmer—4tw-200-2c-mat—Arnold Palmer ..... NNS
Golf Series—sea-250-300-mim-ill-ilm—Frank Beard ..... NEA
Grid Power Ratings—College Football ratings & predictions—w-var-mim—Mort Schwartz ..... FF
Hockey Hints—3tw-ill-mim-sea—Gordie Howe ..... TSS
In A Ringside Seat—5tw-750-mim-orp—Sam Taub ..... NEW
In the Wake of the News—dS-man—Dave Condon ..... CTN
Inside Auto Racing—2tw-750-mim—Don O'Reilly ..... AU
Jack Nicklaus on Golf—3tw-2c5⅞″-mat—Jack Nicklaus ..... PHS
Kennel & Leash—w-650-mim—Maxwell Riddle ..... LED
Knudson's Word Of Golf—w-sea-ill-mat—George Knudson ..... TSS
Learn to Curl—3tw-sea-1c-mat ..... TSS
Looking Back In Sports—w-2c-mat—Lenny Hollreiser ..... CTN
Mark Trail's Outdoor Tips—dexS-1c5½″-mat—Ed Dodd ..... PHS
Milt Dunnell Sports Column—5tw-800-mim—Milt Dunnell ..... TSS
Motor Racing—w-var-500/800-mim—Ed Dunckelmann ..... INF
Motor Talk—w-reg-mim-various ..... BPS
Murray Sports Column—5tw-350-mim—Jim Murray ..... LAT
Natural Skiing—S-80-2c-mat—Frank Day ..... NNS
Olympic Skying For You—sw-250-1c-2c-mim-ilm—Robert Beattie ..... NNS
On the Sports Front—w-500-mim—Bud Wilkinson ..... GFC
One Minute Sports Quiz—w-1c3-man—Edward H. Sims ..... EC
Outdoor Report—w-600-orp-ill—Ed Hutchins ..... DF
Outdoor Guideposts—w-2c5″-ill—Fred Luks ..... LUK
Outdoor Living—w-400-various ..... DHJ
Outdoors—w-500-mim—Stan Davles .... TSS
Outdoorsman—w-var-man—Perk Angwin DIC
Play Better Golf—3tw-2c-ill-ilm—Tommy Armour ..... CTN
Power and Sail—S-600-ilm—Almon Lockabey ..... GFC
Pro-Files—6tw-mat-proof—Bob Sudyk & Lou Darvas ..... KFS
Pro Power Index—sea-300-mim—Bob & Dick Dunkel, Jr. ..... BM
Proper Billiards—w-200-ill-mim—Jim Lidey ..... TSS
Race Results by Teletypesetter Wire—6tw AP
Racing Form Concensus Selections—d-wired ..... CTN
Racing Photographs with News Captions—Ralph Morgan ..... RMN
Reportage d'Amerique—w-500-man—Maurice La Fontaine ..... CMI
Richard Speak Out—w-2c14″-mim—(French & English)—Maurice Richard SOP
Silver On Sports—fn-800-mim—Jesse Silver ..... JTA
Ski Savvy—S-175-2c-mim-ilm ..... NNS
Ski Tips—3tw-sea-1 col-mat-orp—Dick Simon ..... TSS
Soccer Shots—3tw-500-2c7½″-man-ill—Milt Miller ..... SA
Solunar Tables—w-500-mim-ilm—Jaqueline Knight ..... RTS
Sport—irr-var-mim ..... AFP
Sport Doings—w-var-orp—Phil Kalker ..... AEW
Sport Scene—3tw-2c7″-man-mim—Lee James ..... JL
SportShelf—w-1c6″-man-mim—Jeff Lee .. JL
Sports Before Your Eyes—d or w—Harry S. Donen ..... DHS
Sports Cartoon—tw-2c6, 3c16-ill-ilm—Murray Olderman ..... NEA
Sports Cartoons—6tw-2c-3c-mat—Alan Mayer ..... CP-KFS
Sports Columns—3tw—Jack Murphy & Paul Corcoran ..... CNS
Sports Column—5tw-600-mim—Milton Gross ..... NANA
Sports Column—dS-500-wire—Arthur Daley, Robert Lipsyte ..... NYT
Sports Corner—w-2c4″-mat-ill—Staff ..... CSP
Sports Expert—3tw-750-mim—Fred Imhof ..... RTS
Sports, Fillers—w-1c-ptd copy datelined and headed ..... STF
Sports Illustrations—sw-1c3-ill-ilm—Murray Olderman ..... NEA-DNB
Sportsman's Digest—dexS-1c4″-mat—Hal Sharp ..... GFC
Sports Newsfeatures—w-ill-ilm—Staff ... APN

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- ☐ Nancy Green

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Sports Patrol (for morning papers)—6tw-400-man—Steve Snider ..... UPI
Sports Pictures—glo-mats-ind-on contract ..... UPN
Sports Postpaid—w-1c9″-man-ill—Milt Miller ..... JL
Sports Serials (British, Australian and American sports and non-fiction and instruction books) ..... JL
Sports Service—7tw ..... UPI
Sports Shorts—dexS-25-50-75-man—Staff ..... NEA
Sports Spotterings—6tw-mat-orp—Walter L. Johns ..... CP
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Sports Stories—dexS-500-man-ill-ilm—Murray Olderman, Ira Berkow, Tommy Thomas ..... NEA
***Sports Today**—5tw-mim—Jimmy Cannon ..... KFS
Tarkenton Says—sea-w-600-man—Fran Tarkenton ..... NEA
Tech Toons—w-2c ..... KFS
Teletypesetter Box Score—wire-d-six-tape AP
Teletypesetter Sports Wire—7tw-national trunk sports by monitor and tape .... AP
Tenpin Tips—6tw-1c-mat—Frank Clause ..... GFC
The Old Red Head—S-600-mim—Red Barber ..... CF
This & that In Sports—w-var-orp—Phil Kalker ..... AEW
This Day in Sports—dexS-1c-mat—Lenny Hollreiser ..... CTN
This Morning—4tw-600—Shirley Povich ..... LTWP
Tips From The Four—S-300-2c-mim-ilm-tape—Arnold Palmer ..... NNS
Today's SporTest—d-mat—Frank Watson ..... CP
Today's Sports Parade—5tw-400-wire—Milton Richman ..... UPI
Today's Sportrait—5tw-300-wire—Staff .. UPI
UPI Sports Service—7tw for newspapers and radio stations ..... UPI
Views of Sport—6tw-800-mim—W. W. "Red" Smith ..... PHS
Ward to the Wise—5tw-man—Gene Ward ..... CTN
Water Skiing—w-sea-750-mim—Clint Ward ..... TSS
What's New In Sports—sw-w-ps-hps-mim-orp—Phil Kalker ..... AEW
Wheeling It—w-3c10″-man-tape-ilm—Bob Cochnar ..... NEA
Year End Sports Review—an-var-ill—Staff APN
Yesterday's Heroes—w-250-mim-ill—Loel Schrader ..... RTS
Young Ideas—tw-man—Dick Young ... CTN
You're the Skipper—w-700-ill-mim—John Bohannan ..... PHS

38—STAMPS, COINS, MEDALS

A Bout With Stamps!—d-w-m-500-4c5″-Man—Frank Del-Witt ..... HT
Adventure Postpaid—w-1c9″-man-ill—Lee James ..... JL
Coin Collector's Corner—w-mim-mat-ill—Robert Svensson ..... KFS
Coin Roundup—S-500-ill-mim—Maurice M. Gould ..... GFC
Coin-Stamp-Medal World—w-300—Frank G. Spadone ..... COI
Coin-Wise—w-1c-2c-350-ill-ilm-orp—Leon T. Lindheim ..... NNS
Coins Count (Coins)—w-400-mim—Paul Weis ..... CNS
International Adventure (Numismatic)—w-500-ill-mim—Julius Weiss ..... WEI
International Adventure (Philatelic)—w-500-ill-mim ..... WEI
Keeping Posted—w-400-mim—Frank Graham ..... CNS
Labor on Stamps—w-1c3″-man-ill—Lee James ..... JL
Philatelic News—w-500-mim-ill—Gustav Detjen, Jr. ..... DET
Solumar Tables—w-500-mim-ilm—Jacqueline Knight ..... RTS
Sports on Stamps—w-1c4″-man-ill—Milt Miller ..... SA
Sports Postpaid—w-1c9″-man-ill—Milt Miller ..... JL
Stamp Nook—w-400-mim-ill—Ronald Anders ..... AR
Stamps in the News—w-450-man-ill—Syd Kronish ..... APN
Stories About Stamps—w-2c4″-man—Doug Patrick ..... RGB
The World of Coins—w-500-mim-ill—Barbara Lyon ..... NUM
The World of Stamps—w-750-orp-ill—Gustav Detjen, Jr. ..... DET
Wild Awhile—cont-var-man-mim—Staff ..... BIS
Stamp & Coin News From America—w-500—Offset ..... WEI

38A—TEENAGE

Advice to Teen-Agers—3tw-man; S-ill-ilm—Sheila Daly ..... CTN
Ask The Teacher—5tw-300-man—Shirley Schraub ..... MCN
Auto Album—w-2c5-mat—Tad Burness ..... RTS
Campus Report—w-350-man-tape-ilm—Staff ..... NEA
Career Corner—2tw-400-mim—F. L. Lain ..... MCN
College Teen—cont-var-man-mim—Staff ..... BIS
Con la Ley en la Mano (Column on Law in Spanish)—d-150-mim—Martin J. Ross ..... LAW
Doris Answers Youth—w-750-mim—Doris Revere Peters ..... NCW
Education For Tomorrow—sw-600-mim—Dr. Earl J. McGrath ..... DDS
Everyday Law—d-150-man—Martin J. Ross ..... LAW
Famous People In Teens—w-250-mim—Bett Anderson ..... CNS
For Better or Worse—w-2c6″/1c3″-orp-ill—Justin Manning ..... FOU
Frontiers of Science—5tw-4c2½″-5c3″-ill-mat—Andrea Bresciani, Stuart Butler Ph.D. ..... LAT
Hollywood—w-In Spanish, English & Portuguese languages—Inez & Cecilia Pedroza ..... PED
Hollywood Speaks—w-phs-mim—Kurt Singer ..... BPS
Law Brief, The—d-150-500-man-orp-gal—Martin J. Ross ..... LAW
Moore About Adam & Eve—tw-200-mim—Cullen Moore ..... CMS
Parents Plus—w-2c6″/1c3″-orp-ill—Justin Manning ..... FOU
Parents' World—5tw-350-400-mim—Dr. Eve Jones ..... BON
People and Problems—d-300-500-man—Martin J. Ross ..... LAW
Personal Tips to Teen Agers—w-750-mim—Dorothy Ricker ..... RTS
Pop Scene Service—S-500-mim-all—Staff ..... BM
***Sneakers**—3tw-1c2c-mat—Jeanne and Mary ..... KFS
Success Vitamins—w-2c6″/1c3″-orp-ill—Justin Manning ..... FOU
Swinging Set—3tw-300-500-mim—Sylvie Reice ..... PHS
Teen World—cont-var-man-mim—Staff ..... BIS
Teenage Corner—6tw-350-mim—Ellie and David Lavin ..... TEE
Teenage Date-Line—d-1000-mim-tape—Ele & Walt Dulaney ..... BM
Teen-age Mail—3tw-500-mim-on tape—Dorothy Ricker ..... RTS
Teenagers Say—w-1000-mim—Lester Rand YR
Teens On Wheels—w-500-mim-mat-ill—Michael Lamm ..... APN
Teenage Tips—w-hps-mim—Jane Sherrod ..... BPS
Teen Manners—w-400-mim—Pat Davis . CNS
Teen Scene—**d-1c**—Ben Corey ..... HAR
Teen Scene—occ or oas-var-mim-ill—Molly Potkin ..... CJC
Teen Scene—tw-500-mim—Helen Alpert ..... SYN
Teen Talk—3tw-500-mim—Susan ..... LAT
The Hit Of The Week—w-4c5″-mat-orp—Famous Bands ..... SPS
The Young Marriage—12 pt series-mim—Mary Anne Guitar ..... DDS
This Generation—4tw-500-900-mim-ill—Edited by James T. & William M. Doran CTN
Tips for Teens—tw-300-ilm—Elinor Williams ..... MCN
Tips From Twiggy—3tw-55-2c-ilm-mim—Twiggy ..... NNS
Today's Teens—w-300-mim—Lester Rand YR
Tongue Twisters—w-9x12-mim—Staff ... BPS
Under Twenty—w-8-separate cols-500-mim—Kurt Larson & others ..... CF
Wheeling It—w-3c10″-man-tape-ilm—Bob Cochnar ..... NEA
Women's Wear Daily—d-var-ill ..... FA
You and the Law—d-300-500-man—Martin J. Ross ..... LAW
Youth and It's Fling—w-450—Pat Davis ..... CNS
Youth Asked For It—3tw-mim—Helen Bottel ..... KFS
Youth Beat—w-2c13″-mat-tape-ilm—Robert MacLeod ..... NEA
Youth Parade—S-200-mim-ill—Reba & Bonnie Churchill ..... NNS
Youthful Viewpoint, The—w-1000-mim—Lester Rand ..... YR

39—TRAVEL

A Shoal of Stars—7 pt series-ill-mim—Hugh Downs ..... DDS
Adventure Postpaid—w-1c9″-man-ill—Lee James ..... JL
African Coverage—3tw-400-mim—CNS Correspondents ..... CNS
Around the World With Delaplane—Weekend—400-500-mim—Stanton Delaplane ..... CHR
Destination—w-600-700-mim—Joseph Adler ..... ADL
Europe—con-4 pt-orp-various authors .. EUR
European Coverage—tw-500-mim—Thomas Nuzum & Gene Sherman ... CNS
Family Travel—w-500-mim—Betty Lowry ..... CIT
Far Eastern Coverage—6tw-500-mim—Ed Neilan ..... CNS
Going Our Way—S-1000-mim-ill—Shirley & Bob Sloan ..... STR
Going Places—S-1000-mim-tape—Ron Butler ..... GFC
Hollywood Calling—(your city or country)—w-500-mim—Inez & Cecilia Pedroza .. PED
Let's Go—w-500-man ..... EPS
Little Journeys to Great Homes—w-650-750-mim—Louise Hubbard ..... HN
Minia-Tours—w-550-650-mim—Walter W. Hubbard ..... HN
Of All Places—w-750-mim-ill-tape—Horace Sutton ..... PHS
Ports of Call—w-2c7″-man-tape—Edward H. Sims ..... EC
Postcard—d-400-500-mim—Stanton Delaplane ..... CHR
Sid Ascher In New York (Entertainment/Theatre)—w-500-mim—Sid Ascher ..... ASC
Southwest Features—Staff ..... CNS
The View from Europe/68—w-ill-mim-man—Bob Popelka ..... THV
Tips For Trips—fn-350-400-mim—Rosellen Callahan ..... EES
Travel—w-Margaret Williams ..... EPS
Travel—w-500-mim—R. G. King ..... MAG
Travel—w-500-mim—Gerry Hall ..... TSS
Travel at a Glance with Robbie Patrick—sm-2c9″-mat-orp—Robbie Patrick ..... OBR
Travelers' Clearing House—S-750-mim—Stephanie Bonsavage ..... CF
Travel Column—w-1000—Jerry Hulse .. LTWP
Travel Column—w—Richard Joseph .... CTN
Travel Features—6tw-400-mim—Staff Correspondents ..... CNS
Travel Informer—w-350-mim—Julian Osberg ..... HIS
Travel Talk—m-var-500-orp—Art Gershon ..... CMI
Travel Time—w-1000-mim—Ned Walters ICS
Travel Topics—w-500-orp—Murray Brown UPI
Travel Whirl—w-var-man—Staff ..... BAS
Traveling The Americas—S-750-mim-ill—Stephanie Bonsavage ..... CF
The Woman Traveler—w-600-mim-ill—Frances Koltun ..... PHS
Varied—m-var-man ..... GLN

40—VETERANS

At Your Service (Questions and Answers on veterans, draft and reserve obligation, and military subjects)—d-var-min—Sts .... AT
GI Memories—cont-var-man—T. Jerome Bishop ..... BIS

41—WOMEN'S PAGES

A Home To Live In—w-2c5″-2c7″-mat-ill-ptd copy ..... SHP
A Lovlier You—5tw-85-1c-2c-ilm-tape—Mary Sue Miller ..... PHS
A Matter of Taste—3tw-350-mim-ill—William Pahlmann ..... PHS
A Minority of One—w-600-mim—Dennis Murray ..... WNS
About the House—m-300-500-man-mim-ill—Staff ..... HJS
Across My Path—ind-500-mim—Harriett Carlson ..... HC
Adam and Eve—d-500-mim-ilm—Adam and Eve Lowell ..... FOR
Amy Vanderbilt's Etiquette—4tw/S-300-mim—Amy Vanderbilt ..... LAT
Ann Landers' Human Relations Column—dS-750-mim ..... PHS
Anne Cabot Needlework—d-100-1c7″; S-200-2c6″-man-ill-ilm—Anne Cabot ..... NEA
Antiques—w-275-ill-mim—Dorothy H. Jenkins ..... DHJ
Antique Wise—S-750-mim-ill—Dorothy Hammond ..... CF
Around The World—tw-mat—Temple Manning ..... KFS
Around The World—a la Carte!—10 part serial-600 each-man—Mary Ellen Pourchot & Sylvia Robbins ..... ENT
Ask Amy—w-2c10″-mat—Amy Adams .. CPS
Ask Dorothy Draper—eodexS-300-mim—Dorothy Draper ..... AD
At Our House—w-650-mim—Mary Timely (Mrs. John Jay) Daly ..... NCW
Automobiles—400-mim—David Allen .... DHJ
Beauty After Forty—5tw-300-man—Edyth Thornton McLeod ..... MCN
Beauty and the Beast—d-400-500-mim—Count Marco ..... CHR
Beauty Art Layouts—w-2c-3c-4c-ill-ilm—Staff ..... NEA
Beauty Briefs—300-450-2c-man-tape ... NEA
Beauty Care—w-800-mim ..... AFP
Beauty Column—tw-150-300-1c-2c-3c-man-tape-ill-ilm ..... NEA
Beauty in Orbit—S-150-mim-ill—Mildred Gibson ..... NNS
Beauty in the News—w-600-mim—Catherine Brester ..... WNS
Before You Buy—w-700-mim—Margaret Dana ..... UFS
Better Half, The—d-2c2½″-mat; S-pt-hpt-tps-mat—Bob Barnes ..... RTS
Better Homemaking—sw-300-650-tape-man-ill-ilm—Aileen Snoddy ..... NEA
Betty Beale's Washington Letter—w-750-mim—Betty Beale ..... PHS
Betty Canary's Column—tw-350-2c5″-man—Betty Canary ..... NEA
Between Us Girls—dxS-1c1″-ilm—Aston Wing ..... AF
Bev's Bits & Bites—w-2c10″-ill-orp-mat—Beverly Anderson ..... HPP
***Big Photo Feature Stories**—6tw-mat—Joan O'Sullivan ..... KFS
Broadway Box Score—S-700-wire—Staff ..... UPI
Career Girl—2tw-500—June Wilson ... WNS
Celebrity Cookbook—w-800-mim-Ill—Johna Blinn ..... NE
Child Health—3tw-500-mim—Dr. Frank Falkner ..... NE
Child-Parent Relations—The Mature Parent—tw-350-2c8″-man-tape—Mrs. Muriel Lawrence ..... NEA
Christmas Shopping Feature—an ps-tape-man-ill-ilm—Staff ..... NEA
Complete Guide For The Working Mother—ind-12 pt. series-man-mim—Margaret Albrecht ..... DDS
Consumer's Question Box—w-900-mim—Margaret Dana ..... UFS
Cooking Corner—w-450-mim—Susan Delight ..... CNS
Cooking For Couples—w-350—Lynne Glaser ..... CNS
Cook's Tour—w-400-orp—Jeanne Lesem .. UPI
Dear Abby—dexS-orp—Abigail Can Buren CTN
Dear Mrs. Mayfield—5tw-1000-mim-tape—Molly Mayfield ..... UFS
Delightful Dietips—d-1c3-mat-orp—Dorothy Bond ..... LED
Denhoff Food Articles—d-3tw-mat-proof—Alice Denhoff ..... KFS
Doing The Right Thing—6tw-350; S-600; mim—Elizabeth R. Post ..... NE
Dorsey Connors (Hi! I'm Dorsey Connors)—3tw-500-mim-ilm—Dorsey Connors ..... PHS
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Eat Up and Slim Down—book serialization—14 installments-1c20″-ilm-printed proofs—Lelord Kordel ..... SPE
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Fashion—w-700-mim ..... WNS
Fashion Snapshots—w-1000-min-lim ... AFP
Fashion Stories—sw-200-400-2c-3c-man-tape-ill-ilm—Rosette Hargrove, Helen Hennessy and Staff ..... NEA
Fashion Tips—w-150-200-1c-man-tape—Staff ..... NEA
Features—w—Ida Fried ..... EPS
Food for Americans—Menus—d-350—600-2c5"-2c9"-ill-ilm-tape—Gaynor Maddox ..... NEA
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Fritchie Saunder Columns—w-250-350 mim—Harriet Carlson ..... HC
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Gardening For Fun—w-650-750-mim—Cindy Smith ..... CRE
Hair Fashions—w-reg-mim—various ... BPS
Happier Living—d&w-300-mim—Phyllis Mitchell ..... MIT
Head Lines—3tw-500-mim-ill—Edith Head ..... NE
Hello Hostess—w-500-man—Mary Kay Marsh ..... ENT
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Home and School—w-500—Dorothy Rich ..... LTWP
Home Furnishings Daily—d-var-ill ..... FA
Home Line, The—5tw-S-390-mim—Dorothy Ritz ..... LAT
Household Hints—w-var-mim ..... AFP
Household Hints—w-250-orp—Staff .... UPI
I Love A Roosevelt—ind-7 pt. series-man-mim—Patricia Peabody Roosevelt .. DDS
If You Take My Advice—d-500-mim—Mary Starr ..... TSS
Inside Fashion—4tw-mim-photos—Eugenia Sheppard ..... PHS
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It's Fun in—(The month changes through the year)-w-90-max-Harriet Carlson .. HC
Jewish Meals—w-600-mim—Rosalind S. Zunser ..... JTA
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Modern Etiquette—dexS-mim-150-300-man-orp—Roberta Lee ..... WLG
Mohr About Fashion—3tw-350-man-ill—Berta Mohr ..... MOH
Moore About Adam & Eve—tw-200-mim—Cullen Moore ..... CMS
Mother Hubbard's Cupboard—w-650-700-ptd. galleys—Louise Hubbard ..... HN
Mrs. Bee, The Working Wife—dexS-1c3"-mat-orp—Howard Boughner ..... AF
Muriel Lawrence's Column—tw-350-2c5"-man-tape—Muriel Lawrence ..... NEA
New Ideas-Products—w-2c5"-500-man-mim—Staff ..... JL
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Parents Ask—From the Gesell Institute of Child Development—5tw-500-mim—Louise Bates Ames Ph.D. ..... PHS
Parents' World—5tw-350-400-mim—Dr. Eve Jones ..... BON
Parents and Children—sw-250-1c-2c-ilm-mim—Arnold Arnold ..... NNS
Parents Plus—w-2c6"/1c3"-orp-ill—Justin Manning ..... FOU
Paris Fashion Stories—sea-1500-man-tape-ill-ilm—Rosette Hargrove ..... NEA
Past Sixty—w-700-1000-mim—Meg Hale ..... HAL
Pat's Pointers Needlework—w-500-mim-ill—Pat Trexler ..... PHS
Pattern of the Week—w-150-mim-ilm .. AFP
Petunia—d-1c3"-mat—Peg Bracken ..... WSS
Pointers and Patterns—S-tps-hpt-mat-ilm—Polly Cramer ..... NEA
Points for Parents—d-2c2⅞"-ilm—Edyth Thomas Wallace ..... RTS
Polly's Pointers—dexS-350-2c8" S-tps-hpt; ill-ilm-mat-man-tape—Polly Cramer ..... NEA
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Sewing—w-300-mim—Barbara Slade ... DHJ
Short Takes (Fillers)—w-90-250-mim—Staff ..... DHJ
Slick Trick—d-1c-50-ilm—Staff ..... NNS
Society in Florida—w-ind-var-man—Bernard O'Brien ..... OBR
Spadea Boutique Patterns—w-1c-2c-mat-orp—Designers ..... SPS
Speaking Frankly—tw-500-mim—Mary McGrath ..... UFS
Stay Younger Longer—5tw-500-mim—Marylou McKenna ..... MCN
Stitchin' Time—w-2c-ill-ilm—Joanne Schreiber & Judy Love ..... NEA
Sue Burnett Dress Pattern—d-100-1c7"; S-200-2c8"-man-ilm—Sue Burnett ..... NEA
Sugar and Spice—dexS-30-mim—Elinor K. Rose ..... AF
Summer Hostess—13 part series-500 each-man—Kay Marsh & Mary Ellen Pourchot ..... ENT
Table Et-Iq-Uette—7tw-1c3"-mat-orp .. CKS
Teen-age Mail—3tw-500-mim-on tape—Dorothy Ricker ..... RTS
Teen Forum—5tw-orp—Jean Adams .... CN
The Battle and The Breeze—5tw-600-mim—Celestine Sibley ..... WNS
The Divorcee's Handbook—ind-12 pt series-man-mim—Louise Rohner ..... DDS
The Men In Your Life—12 pt. series-mim—Genevieve Darlaux ..... DDS
The Money Tree—tw-600-mim—Milton Moskowitz ..... CHR
The Truth About Men—12 part series-900 words each—Cullen Moore ..... CMS
The Young Marriage—12 pt. series-mim—Mary Anne Guitar ..... DDS
Tip Top Tips—dexS-1c4¼"-mat—Chris Riley ..... CF
Tips From Twiggy—3tw-55-2c-mim-ilm—Twiggy ..... NNS
Tobé On Fashion—4tw-60-120-mim .... PHS
Today's Living—dexS-100-mim-ilm—Mimi Rockefeller ..... CF
Today's Women—sw-500-by wire—Joy Miller ..... APN
Travel Talk—m (var)-500-orp—Art Gershon ..... CMI
U-Bild-It—dS-var-man-mim-ill—Steve Ellington ..... UB
U-Bild Enterprises—dS-var-man-mim-ill—Steve Ellingson ..... UB
Various—m-var-man ..... GLN
VIP—2tw-700—Maxine Chesire ..... LTWP
Vogue Fashions—m-pkg-ill-man ..... CTN
Washington—w-500-mim-var—Vera Glaser WNS
We Like This Plan Because . . .—w-2c-3c-mat-orp-ill—Hiawatha Estes ..... NPB
What's Your Problem?—d-w-500-mim—Linda Lawrence ..... RFS
Why Grow Old?—dS-500-mim—Josephine Lowman ..... RTS
Why Grow Old?—dS-500-mim-tape-ill—Josephine Lowman ..... RTS
Woman; Woman's Realm (Odham's Syndicate Dept., London) ..... BPS
Woman's View—5tw-400-wire (for afternoon papers)-day wires—Gay Pauley ..... UPI
Women of Latin America—w-500-mim—CNS Correspondents ..... CNS
Women's Angle—w-750-mim—Betty Roberts ..... ICS
Women's Corner—w-mim-ill—Staff .... EPC
Women's News Service—Exclusive news women's interest features from U.S. correspondents and abroad-5tw from New York-ill ..... NANA
Women's Page Features—d-350-man-tape-ill-ilm—Rosette Hargrove; Gaynor Maddox: Mrs. Muriel Lawrence; Helen Hennessy; Aileen Snoddy; Brooks Canary, Judy Love, Joanne Schreiber; Patricia King ..... NEA
Women's Page Fillers—w-150-man—Staff ..... NEA
Women's Wear Daily—d-var-ill ..... FA
Women's World—w-350-mim—Eleanor Adams ..... CNS
Women's World—w-500-mim ..... WNS
World of Waldron—w-2c-man—Ann Waldron ..... CTN
Years of Fulfillment—w-600-800-mim—Henriette Kish ..... WNS
You and Your Home—w-3 color mats-200-mim—Barbara Barnes & Ed Lehman.. RTS
Young Ideas—w-600-mim—Jeanne Sakol ..... WNS
Your Baby & Mine—d-500-mim-tape; S-600-mim-tape—Myrtle Meyer Eldred RTS
Your Complete Needlework Kit—w-2c9"-250-mat-orp—Dorchen Collins ..... APN
Your Home—5tw-var-mim-ill—Lu Albrecut ..... GFC
Your Life And Mine—d&w-300-mim—Phyllis Mitchell ..... MIT
Your Money's Worth—5tw-600-mim-tape—Sylvia Porter ..... PHS
Your Sew Right—Sewing Column—w—Dale Cavanagh ..... SPS
Youth Parade—S-200-mim-ill—Reba and Bonnie Churchill ..... NNS

TITLES OF BY LINED FEATURES

For Complete Lists of Syndicates, Features and Classifications, See Pages 12 to 50

A

A Bout with Stamps—Frank Del-Witt — HT
A Child's World—Isabelle Buckley MIL-CDN
A Christian Thinks—T. Jerome Bishop . BIS
A Closer Look—Ernie Kreling ..... KB
A Conservative View—James J. Kilpatrick ..... WWS
A Family and Its Money—G. L. Ludeke ..... BEL
A Lift for Living—Rev. Harold E. Kohn . GFC
A Line O'Type Or Two—John T. McCutcheon, Jr. ..... CTN
A Lovelier You—Mary Sue Miller ..... PHS-MIL-CDN
A Matter of Taste—William Pahlman ..... PHS
A Minority of One—Dennis Murray .... WNS
A Problem a Day—R. J. Allen .... WLG-MS
A Round A Day—Eugene Craig ..... DF
A Senator's Notebook—S-500-orp—Sen. Everett M. Dirksen LAT
A Shoal of Stars—Hugh Downs ..... DDS
A Shot in the Dark—Martin Vanderveen ..... PAV
A View From Britain—Anthony Lejeune ..... NWS
A Woman and Her Money—G. L. Ludeke ..... BEL
A World of Style—Gretz Grudel ..... GFC
Abbe An' Slats—Raeburn Van Buren ..... UFS
About Your Home—Mrs. Hugo S. Sims, Sr. ..... EC
According to Hoyt—Waite Hoyt ..... ATH
Across My Path—Harriet Carlson ..... HC
Ad Libs—Jim Whiting and Len Bruh .. GFC
Adam and Eve—Adam & Eve Lowell .. FOR
Adventure Postpaid—Lee James ..... JL
Adventures With God—Jane Scott ..... TNS
Advice to Teen-Agers—Sheila Daly .... CTN
Afield and Afloat—Hank Andrews ..... AF
Aggie—Roy Fox ..... CTN
Air Hawk—Alan Foley ..... BPS
Airline News with Photos—Ralph Morgan ..... RMN
Akwas—Mike Roy ..... CF
Aladdin's Lamp—Roger Vega ..... GFC
Alec The Great—Edwina .....MIL-WSS
Alexander Holmes—Holmes Alexander .. MCN
All About Pets—Eleanor Price ..... GFC
All in Sport—Chet Adams ..... CTN
All-Stars—Al Liederman ..... UFS
Alley Oop—V. T. Hamlin ..... NEA
Alphamatics Puzzle—Bill Corley ..... DF
Alsop Column—Joseph Alsop .....LAT-TNS
Alter Stairs—Dr. E. Duane Hulse .... HPS
Alvarez Medical Column—Dr. Walter C. Alvarez ..... RTS
Ambling With Ann—Ann Wardell Saunders ..... SE
Americana—John Sinor ..... CNS
Amy Vanderbilt's Etiquette—Amy Vanderbilt ..... LAT
Amy—Jack Tippit ..... RTS
An Altar Boy Named Speck—Margaret Ahern ..... NCW
An Editor's Outlook—Jenkin Lloyd Jones ..... GFC
Andy Capp—Reggie Smythe ..... PHS-MIL
Animal Crackers—Roger Bollen.. ..... NNS
Animal Talk—Dudley A. Brown ..... ANI
Animalogic—Ed Nofziger ..... LAT
Ann Landers' Human Relations Column—Ann Landers ..... PHS-MIL-CDN
Anne Cabot Needlework—Anne Cabot ..... NEA
Anniversary Story—Graham Wilson ..... CF
Antique Wise—Dorothy Hammond ..... CF
Antiques—Dorothy H. Jenkins ..... DHJ
Antiques and Attic-ulations—Katherine Schilling ..... HT
Apartment 3-G—Alex Kotsky ..... PHS-MIL-CDN
AP Biographical Service—advance obituary service—Douw H. Fonda ..... AP
Archie—Bob Montana ..... KFS-RGB
Architects Home Designs—Gerry Bishop BM-MIL
Around the Waterfront—Helen Bentley FJM
Around the World—Temple Manning ..... KFS-TSS
Around The World—a la carte!—Mary Ellen Pourchot & Sylvia Robbins ENT
Around The World In Sports—Julio Salveat ..... EPC
Around The World With Delaplane—Stan Delaplane ..... CHR
Art Buchwald Column—Art Buchwald .. LAT
Art Column—Emily Genauer ..... MIL-CDN
Art Column—John Canaday ..... NYT
Art, Et Cetera—Chauncey Howell ..... FA
Art's Gallery—Art Finley ..... CHR
Arts Of Leisure—Kathleen Carmody .. NCW
Articles on Automobiling—Frederick C. Russell ..... RS-MIL
As We Were Saying—Robert Segal .... SAF
Asian Reports—Mark Gaym ..... TSS
Ask Amy—Amy Adams ..... CPS
Ask Andy—Andy ..... CHR
Ask Dr. Brothers—Dr. Joyce Brothers .. BM
Ask Dorothy Draper—Dorothy Draper .... AD
Ask QJaneway—Elliot Janeway ..... CTN
Ask Joe Wilman—Joe Wilman ..... NNS
Ask Me—Louis Berliner ..... DF
Ask Paul Dojack Football Canadian Rules—Paul Dojack ..... TSS
Ask The Teacher—Shirley Schraub ..... MCN
Ask Vern Buffey Hockey Rules—Vern Buffey ..... TSS
Assignment: America—Phyllis Battele ..... HHS-KFS
Assignment: Television—Terrence O'Flaherty ..... CHR
Assignment: West Coast—Neil Morgan ..... CNS
Associated Blueprints—Jack McEleney .. ASA
Astro-Guide—Cecan ..... PHS-MIL-CDN
Astro-Scram—Jack Fitch ..... LED
Astrology Column—Sydney Omarr ..... GFC
At Wit's End—Erma Bombeck ..... NE
Aunt Het—Roy Ketcham ..... CDN
Austine LeMar Fashion Patterns—Austine LeMar ..... GFC
Auto Album—Tad Burness ..... RTS
Auto Facts and Features—Ray Hite .... ECS
Auto-Kno—T. Jerome Bishop ..... BIS
Autorama—Mel Martin ..... MME
Automobile Buyer's Guide—Mel Martin ME
Automobiles—David Allen ..... DHJ
Automobile News—Charles Cain ..... AP
Avengers, The—R. Dickens ..... BPS
A World of Style—Gerta Grudel ..... GFC

B

Babe 'n' Horace—Les Carroll ..... NEA
Backdrop, The—John J. Daly, Jr. .....NCW
Background Stories—Tom A. Cullen, Leon Dennen, Robert Cochnar, Gaynor Maddox, Bruce Blossat, Ray Cromley, Rosette Hargrove, Tom Tiede, Noel Grove, Roger Doughty ..... NEA
Backgrounders—Scott G. W. Meyers ... TSS
Backstairs at the White House—Merriman Smith ..... UPI
Baker Column—Russell Baker ..... NYT
Barbs—Phil Poistoret ..... NEA
Barney Glazer In Hollywood—Barney Glazer ..... TCN
Barney Google and Snuffy Smith—Fred Lasswell ..... KFS-TSS
Baseball's Immortal Madcaps—Harry Jones and Fred Reinert ..... AF
Basketball Prophecy and Ratings—Mort Olshan ..... MOS
Batman—Bob Kane ..... PPN
Bat Masterson—Herron and Nostrand .. CF
Batman & Robin—Bob Kane ..... LED
Batcave Hot Line—Bruce Wayne ..... LED
Be Smart—Kubal ..... GFC
Beatrice Fairfax—Beatrice Fairfax..RGB-TSS
B.C.—Johnny Hart ..... PHS-MIL-CDN
Beauty—Vivian Brown ..... APN
Beauty—Ruth Kling ..... CTN
Beauty In Orbit—Mildred Gibson ..... NNS
Beauty and You—Solange Betrand ..... BM-MIL
Beauty and the Beast—Count Marco ... CHR
Beauty at Home—Lynn Carter .... WLG-MS
Beauty Box—Jeanne D'Arcy .. KFS-RGB-TSS
Beauty Hints—Dina Dellale ..... EPS
Beauty in the News—Catherine Brewster WNS
Beauty Secrets of the Stars—Anita Hamilton ..... HLW
Beauty Tips—Beverly Bennett ..... CNS
Beep-Beep—Robert Leduc ..... SOP
Beetle Bailey—Mort Walker .. KFS-RGB-TSS
Before You Buy—Margaret Dana ..... UFS

TITLES OF BY LINED FEATURES

Famous People In Teens—Bett Anderson CNS
Fan Fare—Walt Ditzen ... PHS-MIL-CDN
Far Eastern Coverage—Ed Neilan ... CNS
Fashion Features—Dina Dellale ... EPS
Fashion Illustrations—Vera Winston ... KFS-TSS
Fashion Illustrations—Grace Thorncliff ... KFS-TSS
Fashion World—Polly Guerin ... MAU
Fashioned in London—Kate Dalrymple .. MS
Fashion League—Florence de Santis ... BM-MIL
Fashion Now, Men's Fashions—Robert Cochnar ... NEA
Fashion Stories—Jean Wilson ... APN
Fashion Stories—Rosette Hargrove, Helen Hennessy ... NEA
Fashions—Tracy Adrian ... KFS-TSS
Fashions—Gay Pauley ... UPI
Fashions—Women's—Kay Thomas ... CTN
Fashions For Women—Helen Abel ... CNS
Fast Gourmet, The—Poppy Cannon ... GFC
Features—Ida Fried ... EPS
Federal Corner—Roulhac Hamilton ... DF
Federal Spotlight—Jos. Young ... WSS
Feel Young Again—Lelord Kordel ... SPE
Feiffer—Jules Feiffer ... PHF
Ferd'nand—Mik ... UFS
Figurits—Don Douglas ... WLG-MS
Films, Music, Theatre—David Horowitz ... WUP
Financial—Carl Ritter ... CNS
Financial & Economic Column—Ronald Boxell ... MS
Financial Gossip—Dean C. Miller ... UPI
First Aid to the Ailing House—Roger C. Whitman ... BM-MIL
Fischetti Cartoons—John Fischetti ... PHS-MIL-CDN
Fisher-Crowe Report—D. Fisher, H. Crowe ... TNS
Fix It Yourself—Hubbard Cobb .. MIL-WSS
Flamingo—R. A. Roche and John Thornton ... PF
Flash Gordon—Dan Barry ... KFS-RGE-TSS
Flashback on Canada—Bob Bowman ... TSS
Fletcher, The 4-H'r—Joe E. Buresch ... JEB
Flibbertys, The—Ray Helle ... CTN
Flintstones, The—Hanna Barbera Productions ... MCN
Flop Family—George O. Swanson .. KFS-TSS
Flora Lewis Column—Flora Lewis ... NE
Flower Box, The—Phyllis Pautz ... CTN
Focus on Health—Alton Blakeslee ... APN
Food—D. Peggy Read ... EPS
Food—Alice Petersen and Ella Elvin ... CTN
Food Articles—Mary Meade ... CTN
Food & Garden Gossip—Daniel V. Thompson ... THO
Food For Americans—Menus—Gaynor Maddox ... NEA
Food and Your Health—Frederick J. Stare, M.D. ... LAT
Food Column—Clementine Paddleford ... CDN
Food Is Fascinating—Sandal & Pritch English ... ENG
Food Stories—Cecily Brownstone ... APN
Football Prophecy and Ratings—Mort Olshan ... MOS
Football Series—Murray Alder.man .. NEA
Footlights of Broadway—Sid Goldberg ... NANA-WNS
Footsies—Bill Shelly ... ALL
For Better Health—S. L. Andelman, M.D. ... GFC
For Better or Worse—Justin Manning .. FOU
For Men Only—Cooking—Morrison Wood CTN
For the Fun of It—Jim Crossley ... NEA
Foreign News Commentary—Phil Newsom UPI
Forever Female—Eugene Craig ... DF
Fortune Finder—P. T. Hines ... RGB
Fortune Teller—A. C. Gordon ... WLG
Frank & Ernie—Ed Meyers ... LED
Frankly Speaking—Gary Wagner ... WIP
Freak Squeaks—Dick Hyman ... HYM
Freckles and His Friends (plus Hector)—Henry Formnals ... NEA
Fred Basset—Alex Graham ... PHS
Freddy—Rupe ... MIL-WSS
Fritchie Saunders Columns—Harriet Carlson ... HC
From New York—Creighton Peet ... PT
From Nine to Five—Joe Fischer ... PHS-MIL-CDN
From Where I Set—Harry S. Donen .. DHS
From Where I Sit—Samuel Feinberg ... FA
Frontiers of Science—Andrea Bresciani, Robert Raymond, Stuart Butler, Ph.D. ... LAT
Fun and Games—T. R. Green ... BPS
Fun With Figures—J. A. H. Hunter ... TNS
Fun With Figures—J. A. H. Hunter ... LAT
Fun With Funds—Fay Marsh ... ENT
Funland—Arthur Nugent ... BM-MIL
Funny Business—Roger Bollen ... NEA
Funsters—John Broudheckre ... AF

G

Gag Bag—Larry Wolters ... CTN
Gains and Brains—Estey I. Reed ... SS
Gallup Poll—Dr. George H. Gallup ... PHS-MIL-CDN
Garden Column—Tom Stevenson ... LTWP
Garden Gossip—Daniel V. Thompson ... THO
Garden Notebook—Alfred Putz ... MIL-CDN
Garden Question Box—Tom Stevenson LTWP
Gardengraphs—Dean Halliday ... KFS
Gardening—Irwin & Martha Jones ... DF
Gardening Column—Fred Dale ... TSS
Gardening For Fun—Cindy Smith ... CHE
Gardens—Dorothy Jenkins ... DHJ
Gardners Questions and Answers—James Murphy ... CNS
Gary Lautens Column—Gary Lautens ... TSS
Gary Player's Golf Class—Gary Player .. KFS
Gasoline Alley—Krank King, Dick Moores, (daily); Bill Perry (Sunday) ... CTN
G. I. Memories—T. Jerome Bishop ... BIS
Giants, The—McDayter & Drew ... TNS
Gil Thorp—Jack Berrill ... CTN
Ginger—Getterman ... UFS
Girls, The—Franklin Folger .. PHS-MIL-CDN
Glamor Girls—Don Flowers ... RGB
Global View, The—Leon Dennen ... NEA
Global TV—Sandy Raines ... RA
Going Places—Ron Butler ... GFC
Going Our Way—Shirley & Bob Sloane .. STR
Gold in Your Attic—Van Allen Bradley GFC
Golden Age—Robert Hoover ... DF
Golden Years—Thomas Collins ... GFC-MIL
Golf Series—Frank Beard ... NEA
Golfing With Arnold Palmer—Arnold Palmer ... NNS
Good Old Days, The—Erwin L. Hess ... UFS
Gordo—Gus Arriola ... UFS
Gourmania Guide—Robert Atherton, Cyrus Melikian ... SPS
Gourmet Cooking—Paul T. Graves ... SUN
Government Contract Administration—Porter B. Williamson ... TRA
Graffiti—Bill Leary ... MCN
Grandma—Charles A. Kuhn ... KFS-TSS
Grandpa's Boy—Brad Anderson ... SM
Grant Editorial Cartoon—Lou Grant ... LAT
Grass Roots Clippings—Kerwin Hoover ... HTF
Great Ideas From The Great Books—Dr. Mortimer J. Adler ... PHS-MIL-CDN
Green Thumb, The—George "Doc" Abraham ... ABR
Grid Power Rating—Mort Schwartz ... FF
Grin & Bear It—George Lichty ... PHS-MIL-CDN
Gripping-Enthralling-Dramatic Series—Claire Wilbur ... CF
Grubby—Warren Sattler ... SM
Grover Brinkman Features—Grover Brinkman ... RA
Guest, Edgar A. (poetry)—Edgar A. Guest ... MIL-WSS
Gully Foyle—Stanley Pitt, Reginald Pitt ... LED

H

Half-Past Teen—Joe Mahoney ... CSP-CSF
Half Tone Fashions—Alice Alden ... KFS-TSS
Handy Family, The—Lloyd Brimingham ... GFC-CSF-MIL
Hapless Harry—George Gately ... CTN
Happier Living—Phillis Mitchell ... MIT
Hardtack—Keller ... BPS
Harriet Van Horne Column—Harriet Van Horne ... LAT
Harris Survey—Louis Harris ... LAT
Harvey—Bruh & Guiffre ... MIL-WSS
Have Fun—Lee Bryan & Rube Weiss .. BLA
Have You Met?—Y. L. Tiaclitf ... NP
Hawk, The—Red Maxwell and Bob Webb PF
Haynie Editorial Cartoon—Hugh Haynie ... LAT
Head Lines—Edith Head ... NE
Health—Dr. Theodore R. Van Dellen ... CTN
Health and Beauty—Martha Bass Sims ... EC
Health Capsules—Michael A. Petti, M.D. ... UFS
Health for Today—Dr. W. W. Bauer ... CF
Heart of Juliet Jones, The—Stan Drake ... KFS-TSS
Hector The Director—Rama Bragglotti LED
Helen Help Us—Helen Bottel ... KFS-TSS-RGB
Helen Homemaker—Lloyd Birmingham ... CF
Hello Hostess—Mary Kay Marsh ... ENT
Henry—Carl Anderson ... KFS-TSS
Henry Hazlitt Column—Henry Hazlitt .. LAT
Henry J. Taylor Column—Henry J. Taylor ... UFS
Herblock Editorial Cartoons—Herbert L. Block ... PHS
Herb's Potpourri—Herb Marjorum ... VIV
Here's An Idea—Jerry Langell ... AF
Here's Hollywood—Lorraine Gauguin ... CIT
Here's Howe—Pete Howe ... RGE
Here's Mom—Isabel ... CTN
Hey, Swingy—Jan Green ... GFC
"Hey, Troy!"—Troy Miller ... MLR
Hi and Lois—Mort Walker and Dik Browne ... KFS-RGB-TSS
Hi-Fi Equipment—Barney Glazer ... TCN
Hints From Heloise—Heloise Cruse ... KFS-TSS-RGB
Hippy—George Gately ... CTN
Historical Oddities—Duane Koenig ... CIT
Historical Series Features—T. Jerome Bishop ... BIS
Hobby Hoarse Tales!—Frank Del-Witt ... HT
Hockey Hints—Gordie Howe ... TSS
Hollywood—Inez & Cecilia Pedroza ... PED
Hollywood Beauty—Lydia Lane ... LAT
Hollywood Calling Your City or Country—Inez and Cecilia Pedroza ... PED
Hollywood (for afternoon papers)—Vernon Scott ... UPI
Hollywood (for morning papers)—Vernon Scott ... UPI
Hollywood—Bob Thomas ... APN
Hollywood—Dorothy Manners HHS-KFS-TSS
Hollywood Choo Choo—Bobby Maurice MAU
Hollywood Everywhere—Sheilah Graham ... NANA-WNS-BM
Hollywood Feature Service—John Austin ... HIS
Hollywood Highlights—Howard Dick .. CMI
Hollywood Informer—John Austin ... HIS
Hollywood Speaks—Kurt Singer ... BPS
Hollywood Everywhere—Sheilah Graham ... BM-MIL
Hollywood—Movies-TV—Dick Kleiner ... NEA
Home—Ida Fried ... EPS
Home—Ann Jermyn & George Adams .. DHJ
Home and School—Dorothy Rich ... LTWP
Home Bldg.: Questions and Answers—Charles A. Taylor ... CNS
Home Decorating—Barbara Hartwig ... CNS
Home Line—Dorothy Ritz ... LAT
Homemaker's Humor—Ann Rudy ... CNS
Home Making Helps—Eleanor Ross ... KFS-TSS
Home Repair Do's and Don'ts—Andrew C. Lang ... APN
Home Repair Problems—Douglas Tuomey ... GFC
Homeowners Money Savers—Douglas Tuomey ... GFC
Homes—Dorothea M. Brooks ... UPI
Homes Decorating—Jenice Jordan ... DF
Horoscope—Contsella ... CTN
House Doctor—Herman Baum ... RTS
House of the Week, The—Andrew C. Lang ... APN
House News—Aurilla Bradford ... ASA
Household Scrapbook—Roberta Lee ... WLG
Household Stories—Vivian Brown ... APN
Housing News—Hugh L. Morris ... MNS
Housewife Helps—Lois Hunter ... WHE
How Can I???—Anne Ashley ... WLG
How Does It Work—Bruce Bailey ... CF
How Does It Work—A. F. van Hall, J. T. van Dijk ... DWL
How To Get Money For College—Dr. Benjamin Fine ... BM-MIL
How To Invest Wisely—D. H. Fullerton TSS
How to Keep Your Child Well—Dr. Theodore R. Van Daellen ... CTN
Hubert—Dick Wingert ... KFS-TSS
Humor Without Words—Zoltan Forral and Chumy ... VAZ
Humphrey Hussh—Malcolm Hancock ... MIL
Hy Fashion—Hyacinth and Merri ... KFS
Hy Gardner Calling—Hy Gardner ... PHS-MIL-CDN
Hystoria—Tom Shephard & Bob Cohn ... AD

I

I Am in Iambics, Non-sectarian uplift based on book of same name (A. S. Barnes, N.Y.)—John Milton Hagen ... GBR
I Love A Roosevelt—Patricia Peabody Roosevelt ... DDS
Idea Payoff—Jerry Langell ... AF
If You Take My Advice—Mary Starr ... TSS
If You Were The Judge—Jack Strauss ... BM
If Your Name Is—Ann Reynolds, Ph.D. ... RFS
Illustrated New Homes And Weekly House Releases—Jack McEleney ... ASA
Income Tax Series—Ray De Crane ... NEA
Individual Horoscope—Frances Drake ... KFS-RGB-TSS
Indoor Gardening—Martha Davis ... CNS
Indoor Gardening—Katherine B. Walker ... PHS-MIL-CDN
Inez Robb Column—Inez Robb ... UFS
In A Ringside Seat with Sam Taub—Sam Taub ... NEW
In America—Charles Mitchelmore ... FA
In Fashion Now—Mrs. Hugo S. Sims Sr. ... EC
In Movies—Phil Kalker ... AEW
In New York—Walter Winchell ... TSS
In Orbit—T. Jerome Bishop ... BIS
In Perspective—Max Freedman ... CDN
In Record Time—Mary Campbell ... APN
In The News—George Grunewald ... CF
In The Spotlight—David O. Alber ... ALR
In the Wake of the News—Dave Condon ... CTN
In Washington—Ralph deToledano ... KFS-TSS
Innocence Abroad—Mary Gauerke ... WSS
Inside Auto Racing—Don O'Reilly ... AU
Inside Fashion—Eugenia Sheppard ... PHS-MIL
Inside Humor—Harry S. Donen ... DHS
Inside Labor—Victor Riesel ... PHS
Inside Mutual Funds—Kenneth R. Spangler ... SPA
Inside Report—Rowland Evans & Robert D. Novak ... PHS-MIL
Inside the Economy—Joseph R. Slevin .. NE
Inside Washington—Henry Cathcart KFS-TSS
Inside Washington—Robert S. Allen and John Goldsmith ... PHS
Inspector Markham—Mr. E. Leegstra ... DWL
Instant Hostess—Kay Marsh ... ENT
Insurance Simplified—Saul Sokol ... DF
Interior Decorating—Vivian Brown ... APN
Interior Decorating—Betty Pepis .. BM-MIL
Interior Decoration—Jane Abrams ... CTN
Interior Motifs—Barbara Taylor Bradford NFS
International Adventure (Numismatic)—Julius Weiss ... WEI
International Adventure (Philatelic) ... WEI
International Affairs—Royce Brier ... CHR
International Bible Lesson Column—Dr. Clarence W. Cranford ... NCR
Interpretive Reports—Richard Wilson ... RTS
Interview Features—Sandy Raines ... RA
Investors' Forum—Harry C. France ... GFC
Investors' Guide—Sam Shulsky ... KFS-RBG-TSS
Israel Newsletter—Eliahu Salpeter ... JTA
Isn't It The Truth—Charles Rehns ... REH
Isn't It The Truth—Carl Riblet Jr. ... LAT
It Happened Last Night—Earl Wilson ... PHS
It Seems To Me—David C. Gardner ... GA
It's A Cockeyed World—Joe Kaliff ... AMF
It's a Funny World—John Crosby ... NE
It's My Opinion—Irene Corbally Kuhn ... KFS-TSS
It's News To Me—Herb Cach ... CHR
It's Fun In "——" (The month changes through the year)—Harriet Carlson .. HC
It's The Law—Dick Hyman ... HYM
It's Your Money—Wendell Coltin ... GFC
It's Your Landscape—George Creed ... PHS-MIL-CDN

J

Jack Nicklaus on Golf—Jack Nicklaus .. PHS
Jackson Twins, The—Dick Brooks ... MCN
Janeway's Columns—Eliot Janeway ... CTN
Jazz Column—Leonard Feather ... LTWP
Jeane Dixon Horoscope—Jeane Dixon ... NE
Jeff Cobb—Peter Hoffman ... GFC
Jennifer—Art Gates ... GF
Jes' Smith—Johnny Pierotti ... CF
Jest A Minute—George Dougherty ... CTN
Jest Browsing—Jack Posner ... POS
Jewish Meals—Rosalind S. Zunser ... JTA
Jewish Quiz Box—Rabbi Samuel Fox ... JTA
Jim Bishop Reporter—Jim Bishop KFS-TSS
Jimmy Breslin's New York—Jimmy Breslin ... LOR
Joe Palooka—Ham Fisher ... MCN
John Keasler—John Keasler ... MCN
Johnny Hazard—Frank Robbins ... KFS-RGB-TSS
Job Talks—Bets Wilson ... DF
Jolly Jingles—Graham Hunter ... TIN
Jobs Unlimited—Justin Manning ... FOU
Josephine—Charles Skiles ... GFC
Josh Billings Sez—Rube Weiss ... BLA
Joyce Haber Column—Joyce Haber ... LAT
Joys & Jolts of Retirement—Theodor Schuchat ... NANA
Judge Parker—Dr. N. P. Dallis and Harold Le Doux ... PHS-MIL-CDN
Julian of The Jungle—w-5c-6c; S- qps; mat-orp—Frederic Taran ... EBS
Jumble—That Scrambled Word Game—Henri Arnold & Bob Lee ... CTN
Junior Editors—Coulton Waugh ... APN
Junior Jumble—Bob Lee & Henri Arnold CTN
Just Something Pretty—Cindy Smith ... CRE
Justice Stories—Ruth Reynolds ... CTN

K

Karen—Elizabeth Ann Saffan ... NE
Karikature Karnival—Joe Kaliff ... AMF
Katzenjammer Kids—Joe Musial ... KFS-RGB-TSS
Keep In Trim—Ida Jean Kain ... KFS-TSS
Keeping Posted—Frank Graham ... CNS
Keeping Up With The World—Ethel Burge ... BUR
Keeping You In Stitches—Sandra E. Lamb ... CIT
Kennel & Leash—Maxwell Riddle ... LED
Kerry Drake—Alfred Andriola PHS-MIL-CDN
Kevin The Bold—Kreigh Cullins ... NEA
Keypeek—Here Ficklen ... LED

Behind The Scenes At The United Nations—David Horowitz ..... WUP
Behind the Scenes in Hollywood—Harrison Carroll ..... KFS-TSS
Behrendt Editorial Cartoons—Fritz Behrendt ..... CDN
Belvedere—Nat Greenwood ..... AD
Below Olympus—Frank Interlandi ..... LAT
Ben Wicks—Ben Wicks ..... LAT-TNS
Berrys, The—Carl Grubert .. PHS-MIL-CDN
Berry's World—Jim Berry ..... NEA
Better English—D. C. Williams .... WLG-MS
Better Half, The—Bob Barnes ..... RTS
Better Homemaking—Aileen Snoddy ... NEA
Better Five Pin Bowling—Dick Simon .. TSS
Better Mousetraps—Edward Keeling .. FOU
Betty Beale's Washington Letter—Betty Beale ..... PHS
Betty Canary's Column—Betty Canary . NEA
Between the Lines—Edith Kermit Roosevelt ..... ROO
Between Us Girls—Ashton Wing ..... AF
Between You 'n' Me—Murray Alderman ..... NEA
Between You And Me—Boris Smolar .... JTA
Bev's Bits & Bites—Beverly Anderson .. HPP
Bible, Can You Quote It? The—Lavina Ross Fowler ..... NNS
Biddie and Bert—Bob Donovan ..... ATF
Bible Speaks, The—Dr. Lawrence W. Althouse ..... CPS
Bible Stories In Color—W. A. Nicolas . SPS
Biff Buff—Kearney Egerton ..... LAT
Big Ben Bolt—John Cullen Murphy ..... KFS-RGB-TSS
Big George—Virgil Partch ..... PHS-MIL
Big Photo Feature Stories—Jean O'Sullivan ..... KFS-TSS
Big Sister—Bob Naylor ..... KFS-CP-TSS
Bill Casper Says—Bill Casper ..... NNS
Bishop Sheen Writes—Fulton J. Sheen ..... MIL-WSS
Big Quiz—Ed Nassauer ..... ICS
Blackstone—J. M. Adams, Jr. ..... FOU
Blaine—Blaine Mac Donald ..... MIL
Blake Heart to Heart Talks—Doris Blake ..... CTN
Blondie—Chic Young ..... KFS-TSS
Blue-Chips—Morrie Brickman ..... MIL
Boating—Stan Davies ..... NNS-TSS
Boating—Jack Wollston ..... UPI
Bobby—Jerry Iger ..... PF
Bobby Hull's World of Hockey—Bobby Hull ..... TSS
Bolton, Whitney—Whitney Bolton ..... MCN
Boner's Ark Addison—Mort Walker .... KFS
Book Reviews—William Hogan ..... CHR
Book Reviews—Ernest Cady ..... DF
Book Reviews—Marc Drogin ..... TSS
Book Review—Clark Kinnaird ..... KFS
"Bonzer U"—6tw-1c-mat-orp—Kearney Egerton ..... LAT
Book Reviews—Miles Smith ..... APN
Book Views—Jennie Palevksky ..... CMI
Books—Robert Kirsch ..... LTWP
Books—Geoffrey Wolff ..... LTWP
Books and Arts—Miles Smith ..... APN
Books and Things—Maurice Dolbier ... CDN
Books Assayed—Darrell Hughes VIV
Books I Have Read—T. Jerome Bishop .. BIS
Books-of-The-Month—John Austin .... HIS
Bookshelf—Jeff Lee ..... JL
Boots—Les Carroll ..... NEA
Borgstedt Editorial Cartoons—Douglas Borgstedt ..... KFS-TSS
Bowling At Its Best—Dick Weber .... GFC
Bowling Tips—Don Carter & Marion Ladewig ..... NNS
Boy and Girl—John Rouson ..... GFC
Boyle's Column—Hal Boyle ..... APN
Brain Twisters—Don Douglas ..... WLG-MS
Brain Twizzlers—Prof. J. D. Flint .... NNS
Bread of Life—Rev. A. Purnell Bailey ..... GFC
Brenda Star—Dale Messick ..... CTN
Brick Bradford—Paul Norris ..... KFS-CP-TSS
Bridge—Charles Goren ..... CTN
Bridge Column—Oswald and Jim Jacoby ..... NEA
Bridge Deck—Florence Osborn ..... CDN
Bright Ideas—Joe Jones ..... APN
Bringing Up Father—Kavanaugh-Camp Fletcher ..... KFS-TSS-RGB
Broadway—Jack Gaver ..... UPI
Broadway After Dark—Bobby Maurice .. MAU
Broadway Beat—Hans Holber ..... EPS
Broadway Karikatures—Joe Kaliff .... AMF
Broadway Off 'N On—William Raidy .... GFC
Broadway Vignettes—Marcia Michels .. AMF
Brother Juniper—Fred McCarthy & Len Reno .... PHS-MIL
Buchwald Column—Art Buchwald ..... CDN
Bullwinkle—Al Kilgore ..... MIL
Buenos Dias—Ed Nofziger ..... MIL
Buescher Cartoons—Alfred J. Buescher .. KFS
Builders of A Nation—Ed Mason ..... DF
Bunion—Jack Martin ..... NNS-TSS
Business Blueprint—Ed Nassauer ..... ICS
Business and Finance—Carl Ritter and Carl Plain ..... CNS
Business Outlook—J. A. Livingston ..... PHS-MIL-CDN
Business Today—Elmer Roessner ... BM-MIL
Business With Pleasure—Harry S. Donen ..... DHS
Buz Sawyer—Roy Crane ..... KFS-TSS
By The Way—Bill Henry ..... LTWP

C

Cage Power Ratings—Mort Schwartz .... FF
California Report—Art Ribbel ..... CNS
Camera College—Irvine A. Brace ..... BRA
Camera News—Irving Desfor ..... APN
Camper's Corner—Ernie Martin VIV
Camping With Van—Martin Vanderveen ..... PAV
Canadian Business Report—John Meyer ..... TSS
Candy—Tom Dorr ..... CSP
Cannel at Bay—Ward Cannel ..... NEA
Carl H. Giles Features—Prof. Carl H. Giles ..... RA
Capital Spotlight—Milton Friedman .... JTA
Capitol Stuff—Ted Lewis ..... CTN
Capitol Views—Willard Edwards ..... CTN
Cappy Dick—Cappy Dick .... PHS-MIL-CDN
Captain and the Kids, The—John Dirks ..... UFS
Captain Easy—Leslie Turner ..... NEA
Captain Kate—Jerry & Hale Skelly .... KFS
Cap'n Knot—Howard Swift ..... RUS
Cap'n Squid—Ben Wicks ..... TNS
Capitaine Bonvent—P. J. Kuhn ..... DWL
Capsule Horoscope—Z. S. Mason ..... SF
Capsule Capers—Justin Manning ..... FOU
Career Corner—F. L. Lain ..... MCN
Career Girl—June Wilson ..... WNS
Caricatures—Robinson ..... CTN
Carl H. Giles Features—Prof. Carl H. Giles ..... RA
Carmichael—Dave Eastman ..... LAT-TNS
Carnival (plus Mr. Merryweather)—Dick Turner ..... NEA
Carol Day—David Wright ..... PPN
Carroll Righter—Carroll Righter ..... MCN
Cartoon—N. Bee ..... JTA
Cats and Their Care—Henrietta Hitchcock ..... CF
Celebrity Cookbook—Johna Blinn ..... NE
Center Stage (TV col.)—Don Swanson..CNS
Channel Chuckles—Bil Keane ..... RTS
Character Clues—Galen Scott ..... LED
Charley Weaver Says—Cliff Arquette ... CF
Charting the Grains—Donald W. Martin ..... CNS
Checking Up—L. M. Boyd ..... CTN
Cheerful Cherub, The—Rebecca McCann ..... MIL-WSS
Chef, The—Sylvia Windle Humphrey BM-MIL
Chess—Leonard Barden ..... MS
Chess Master—George Koltanowski ..... GG
Child Care—William G. Crook, M.D. .. GFC
Child Health—Dr. Frank Falkner ..... NE
Child-Parent Relations—The Mature Parent—Mrs. Muriel Lawrence ..... NEA
Children's Letters To God—Stuart Hample ..... KFS
Ching Chow—Will Henry ..... CTN
Church Chuckles—Charles Cartwright ..... SM-CAR
Cicero's Cat—Al Smith ..... BM-MIL
Citizen Sibley—Dick Erieson ..... SM
City Editor's Tip Service—John Clift ..... GFC
Cityscape—Wolf Von Eckhardt ..... LTWP
Citizen Smith—Dave Gerard ..... RTS
Classical Records—Delos Smith ..... UPI
Classified Chuckles—Morrie Turner .... RTS
Closeups—Hinderer & Leitner ..... ALL
Clyde Moore Says—Clyde Moore ..... DF
Coates Column—Paul Coates ..... LTWP
Coffee Break—Adeline Daley ..... CHR
Coin Collector's Corner—Robert Svensson KFS
Coin Corner—J. E. Chilton ..... TNS
Coin-Stamp-Medal World—Frank G. Spadone ..... COI
Coin Roundup—Maurice M. Gould .... GFC
Coin-Wise—Leon T. Lindheim ..... NNS
Coins Count—Paul Weis ..... CNS
Coinword—Robert Pearsall ..... GFC
College and You—Abraham Lass ..... CDN
Coloring College—Matt Curzon ..... CTN
Colvin Commentary—Melvin Colvin ..... CF
Comic Dictionary—Evan Esar ..... RTS
Comment on Sports—Pete Fritchle .... EC
Community Capers—Al Smith ..... SM
Complete Guide For The Working Mother—Margaret Albrecht ..... DDS
Con La Ley En La Mano (Column on Law in Spanish)—Martin J. Ross ..... LAW
Confident Living—Dr. Norman Vincent Peale ..... PHS
Conrad Cartoons—Paul Conrad ..... RTS
Conservation—Vivian Fletcher ... WOR-WPS
Consumer Contact—Arthur E. Rowse .. CNI
Consumer Protection—Senator Warren G. Magnuson and Jean Carper ..... CF
Consumer's Question Box—Margaret Dane ..... UFS
Constantine Brown—Constantine Brown ..MIL
Contemporary Trends—Joyce Haber .. LTWP
Continental Column—Chris Wise ..... HF
Continental Cookery—Stanley Demos .. DEM
Continental Diary—Noel Anthony NANA-WNS
Contract Bridge—B. J. Becker ..... CP-CPC-KFS-TSS
Cook's Corner—Lillian Hergesell ..... DF
Cook's Tour—Jeanne Lesem ..... UPI
Cooking Chat—Anne Wanstall ..... TSS
Cooking Corner—Susan Delight ..... CNS
Cooking For Couples—Lynne Glaser .... CNS
Cooking With Ev—Evelyn Kirk Kennedy ..... UFS
Cork Cartoons—Cork ..... BPS
Corky Editorial Cartoon—Corky ..... LAT
Countdown—Charlie Piper ..... MIL
Count-Down!—Rodney de Sarro ..... COM
Country Parson—Frank Clark ..... SM
Country Parson, The—Frank Clark .... RTS
Cow Pokes—Ace Reid ..... COW
Craft Patterns—A. Neely Hall ..... CRA
Criss Cross—John Manning ..... KFS-TSS
Critic At Large—Sandy Lesberg ..... CF
Criswell Predicts!—Jeren King Criswell ..... CRP
Crosby Noyes—Crosby Noyes ..... WSS
Crossroads Report—D. E. Scott ..... SCO
Crossword—Maynard Nichols ..... GFC
Crossword Puzzle—A. C. Gordon.... WLG-MS
Crossword Puzzle—R. A. Power ..... DWL
Crossword Puzzle—Bernice Paschen .... SM
Curious Facts—Donald Whitacre ..... CFF
Curling Cues—Ron Northcott ..... TSS
Current Events in the Classroom—Marvin Lipton ..... TSS
Custom Editorials—Al Block, Ph.D. .... BFS
Cuties—E. Simms Campbell .. KFS-RGB-TSS
Cy Barrett Says—Cyrus Barrett, Jr. ..... NNS

D

Daffy Divorces—Dick Hyman ..... HYM
Daffynitions!—Paul H. Gilbert ..... GFC
Daily Crossword—Margaret Farrar ..... GFC
Daily Flashback Calendar—Dick Peeples ..... AF
Daily Investor—William A. Doyle ..... UFS
Dance and Music Column—Walter Terry ..... MIL-CDN
David Crane—Greig Flessel ..... PHS
Dateline: Europe—Otto von Habsburg ..... KFS-RGB-TSS
Dateline: Harrisburg—Richard R. Haratine ..... WDS
Davy Crockett, Frontiersman—Jim McArdle ..... CF
Davy Jones—Sam Leff ..... UFS
Days and Customs of All Faiths—Dr. Howard V. Harper ..... GFC
Dead Abby—Abigail Van Buren ..... CTN
Dear Doris—Doris Clark ..... TNS
Dear Mrs. Mayfield—Molly Mayfield ..... UFS
Dear Sally—Sally Shaw ..... WLG-MS
Debbie Deere—Frank Bolle ..... MCN
Deeds to Admire In The News—T. Jerome Bishop ..... BIS
Deems—Tom Oka ..... SM
Denhoff Food Articles—Alice Denhoff ..... KFS-TSS
Dennis Campbell Column—Dennis Campbell ..... CAM
Dennis the Menace—Hank Ketcham .... PHS
Design For Living—Evan Frances ..... CF
Destination—Joseph Adler ..... ADL
Detectograms—L. and N. Kirk ..... KI
Dick Dunkel's College Basketball Ratings—Dick Dunkel ..... DSR
Dick Dunkel's College Football Ratings—Dick Dunkel ..... DSR
Dick Gregory—Dick Gregory ..... ALL
Dick Tracy—Chester Gould ..... CTN
Dinah Mite—Joe E. Buresch ..... JEB
Dining with Dana—Bob Dana ..... NEW
Diplomatic Pouch—William R. Frye ..... FRY
DIScussion—Joe Kaliff ..... AMF
Disney Treasury of Classic Tales—Walt Disney ..... KFS-TSS
Distillates of Random Thoughts—Charles Rehns ..... REH
Dock Lines—Mel Martin ..... MME
Dogs—Tom McNally ..... CTN
Doing The Right Thing—Elizabeth L. Post ..... NE
Do It Yourself—J. Ralph Dalzell ..... DAK
Do It Yourself—J. Ralph Dalzel ..... MIL-CDN
Do-It-Yourself—Mr. Fix ..... NEA
Do You Know?—T. Jerome Bishop ..... BIS
Do's and Don'ts for Mothers—Dr. Phyllis Hostler ..... CF
Dolly—Bill Williams ..... PHS
Donald Duck—Walt Disney ..... KFS-TSS
Dondi—Irwin Hasen ..... CTN
Doodletoo—Bord Stephens ..... WHE
Doris Answers Youth—Doris Revere Peters ..... NCW
Dorothy Dix Column—Dr. Joyce Brothers ..... MIL
Dorsey Connors (Hi! I'm Dorsey Connors)—Dorsey Connors ..... PHS
Dottie Decorates—Dottie and Harry Brown ..... GFC
Dotty—Buford Tune ..... PHS-MIL-CDN
Dowling Editorial Cartoon—Dan Dowling ..... PHS-MIL-CDN
Down on the Farm—Ed Harris ..... FOR
Drama Review—John Chapman ..... CTN
Dream Street—Robert Sylvester ..... CTN
Dress Patterns—Anne Adams and Marian Martin ..... KFS-CP-TSS
Dr. Joyce Brothers—Dr. Joyce Brothers .....NANA-WNS
Dr. Kildare—Ken Bald ..... KFS
Dr. Palyi Comments—Melchoir Palyi .. CTN
Dr. Sam and The Spacemasters—Jim Westerman ..... EBC
Drama—Richard L. Coe ..... LTWP
Drama—Cecil Smith ..... LTWP
Drift Marlo—Tom Cooke & Phil Evans ..... COO
Drogin's Humor—Marc Drogins ..... TSS
Drummond Column—Roscoe Drummond ..... PHS-MIL-CDN
Dunkel Sports Rating Service—Dick Dunkel ..... BM-MIL
During This Week—Estey I. Reed ..... SS
Durstay Cports Colum—Melvin Durslag ..... KFS-TSS

E

Easi-Bild—Don Brann ..... GFC
Easi-Bild—Don Brann ..... TSS
Easy Does It—Win Packet ..... TSS
Eat & Grow Younger—Lelord Kordel .. SPE
Eat, Drink and Be Merry—Robert J. Misch ..... WNS
Eat Up and Slim Down—Lelord Kordel ..... SPE
Eat Your Troubles Away—Lelord Kordel ..... SPE
Eb and Flo—Paul Sellers ..... PFS
Economic Impact—Hobart Rowan .... LTWP
Editorial Cartoon—A. Beaton ..... TNS
Editorial Cartoons—Daniel Holland, Joseph Parrish ..... CTN
Editorial Cartoon—Bill Crawford ..... NEA
Editorial Cartoons—Arthur B. Poinier ..... BM-MIL
Editorial Cartoon—C. D. Batchelor & Warren King ..... CTN
Editorial Cartoon—Ed Kudlaty ..... NEA
Editorial Cartoons—Duncan Macpherson ..... TSS
Editorial Cartoons—Peter Aldor ..... BM
Editorial Cartoons—Norman Hudon .... SOP
Editorial Cartoons—Vaugh Shoemaker .. CTN
Editorial Cartoons—Henry McCarn .... STA
Editorial Cartoons—Gib Crockett ..... WSS
Editorial Cartoons—Don Hesse ..... MCN
Editorial Cartoons—Reg. Manning .... MCN
Editorial Cartoons—Eugene Craig & Doc Goodwin ..... DF
Editorial Cartoons—L. D. Warren ..... NWS
Editorials—Edward H. Sims ..... EC
Editorials—Earl Akin ..... TER
Editorials Anonymous—Mrs. Cyrene Dear, David R. Dear .... DPR
Editorials—Don Oakley and Paul Jones ..... NEA
Editorial Research Daily Service—Richard Spong ..... EDR
Editor's Associate—T. Jerome Bishop .. BIS
Editor's Choice Cartoons—Justus and Long ..... RTS
Eek & Meek—Howard Schneider ..... NEA
Education For Tomorrow—Dr. Earl J. McGrath ..... NNS
Eleanor Lambert's SHE—Eleanor Lambert ..... PHS
Emmy Lou—Marty Links ..... UFS
Entertainment Abroad—Robert Musel ... UPI
Entertainment Features—Joan Crosby, Lick Kleiner ..... NEA
Entertainment Whirl—Buddy Basch .... BAS
Eric Sevareid Column—Eric Sevareid ... ATF
Etc. & P.S.—Milt Miller ..... JL
Esquire's Avenues of Fashion—O. E. Schoeffler ..... BM-MIL
Etiquette, Correct Thing—Elinor Ames .. CTN
Etta Kett—Paul Robinson ..... KFS-CP-TSS
European Coverage—Thomas Nuzum & Gene Sherman ..... CNS
Everybody's Money—Merryle Stanley Rukeyser ..... BHS
Everyday Editorials—Monte F. Bourjaily GLS
Everyday Law—Martin J. Ross ..... LAW
Exercise Series for Aching Back—Maxwell Riddle ..... AF

F

Fabric Doctor, The—Fred Dodge ..... MM
Faces In The News—Frank Murphy .... DIS
"fact or fiction? . . . by Gil —Gil Whitton ..... WIL
Family Circus—Bill Keane ..... RTS
Family Finance—Betty Yarmon ..... WNS
Family Finances—Barbara Kober ..... CNS
Family Purse, The—Lois and Jim Hunter ..... GFC
Family Scrapbook, The—Dr. Ernest G. Osborne ..... UFS
Family Travel—Betty Lowry ..... CIT

KFS Crossword Puzzle—Eugene Sheffer ..... KFS-RGB-TSS
Kingsbury Smith—Kingsbury Smith ..... KFS
Kitchen Cynic—Ben Sharfman ..... AMF
Kitchen Talk—Philomena Corradeno .... PHI
Kitty Higgins—Fred Johnson ..... CTN
Kiwi—Ken Montone & Brian Kirby ..... CTN
Know-It-All, by Cecelia—Norma Gleason ..... GLE
Know The Weather—Edward H. Sims ..... EC
Know Your Antiques—Ralph and Terry Kovel ..... RTS
Know Your Government—Prof. Carl H. Kalvelage & Peter J. Anderson ..... CIT; George Krudson ..... TSS
Kroll Karicature Service—Julius Kroll .. KK

L

Labor On Stamps—Lee James ..... JL
Ladies Day—Mady Merah ..... GFC
Laff of the Week—Bob Barnes .... CSF-CSP
Landscaping—Henry Aul ..... CDN
Language Ladder—Fran & Joe Baker ... VIV
Larry Brannon—Winslow Mortimer NNS-TSS
Larry Gore's Thing—Larry Gore ..... NE
Las Vegas Limelight—Barney Glazer .. TCN
Latest From Paris—Monique ..... CTN
Latin America Column—Barry Bishop .. CTN
Laughing Matter—Salo ..... CTN
Laugh It Off—Syd Hoff ..... KFS-TSS
Laugh Time—Bob Schroeter ..... KFS
Law Briefs, The—Martin J. Ross ..... LAW
Law Briefs For Business, The—Martin J. Ross ..... LAW
Lawrence Dispatch—David Lawrence ..... PHS-MIL-CDN
Lawrence Fertig—Lawrence Fertig ..... CF
Lenten Series—Rev. David Poling ..... NEA
Lesson in English—W. L. Gordon .. WLG-MS
Let's Ask Gil—Gil Whitton ..... WIL
Let's Ask the Cook—Nan Wiley ..... RTS
Let's Be Beautiful—Arlene Dahl ..... CTN
Let's Eat—Ida Bailey Allen ..... KFS-TSS
Let's Explore Your Mind—Sylvanus and Evelyn Duvall ..... NNS
Let's Look At The Records—Linda Norris ..... CSP
Let's Knit—Ursula duBois ..... UB-AD
Let's Make—Ben Corey ..... HAR
Let's Take Pictures—Irvine Brace ..... MIL
Let's Talk—Rev. Lee Truman ..... CNS
Let's Talk About Your Car—Ray Hite... ECS
Life Begins At Forty—Robert Peterson ..... MCN
Life in The Suburbs—Al Smith ..... SM
Lifeline—Justin Manning ..... FOU
Life With The Rimples—Les Carroll .. NEA
Life Lines—Anne Campbell ..... MIL
Life's Like That—Fred Neher ..... BM-MIL
Li'l Abner—Al Capp ..... CTN
Li'l Ones—Jim Whiting ..... GFC
Lippmann Column—Walter Lippmann ..... LAT
Listen Americans—Dr. George S. Benson ..... NEP
Lisons—Potvin & Kanfmanis ..... CF
Little Brother Hugo—Bill Perry ..... CTN
Little Eve—Jolita ..... GFC
Little Farmer—Kern Pederson ..... SM
Little Iodine—Bob Dunn & Hy Eisman .....KFS-RGB-TSS
Little Journeys to Great Homes—Louise Hubbard ..... HN
Little Joe—Robert Leffingwell ..... CTN
Little King—Otto Soglow .....KFS-TSS
Little Lulu—Marge ..... CTN
Little Old New York—Broadway—Ed Sullivan ..... CTN
Little Pedro—William de la Torre ..... LAT
Little People, The—Walt Scott ..... NEA
Little People's Puzzle—Leo White ..... UFS
Little Sport—John Henry Rouson ..... GFC
Little Woman, The—Don Tobin KFS-RGB-TSS
Live 'n Laff—Rube Weiss ..... BLA
Live Within Your Income—Mary Feeley. APN
Living—Glenn Bernhardt ..... SM
Living Faith—Harold Blake Walker .... CTN
Lockhorns, The—William P. Hoest .... KFS
Loeb on Wall Street—Gerald M. Loeb ..... NANA-WNS
Lois Holmes Kniting Patterns—Lois Holmes ..... LAT
Lola—Inigo ..... PPN
Lolly—Pete Hansen ..... CTN
London Report—Jack Scott ..... TSS
Lone Ranger—Paul Newman and Charles Flanders ..... KFS
Lonely Heart—dexS-1c-mat-orp—Herc Ficklen ..... AVA
Look and Learn—A. C. Gordon .... WLG-MS
Look Smart!—Harry Juster ..... RTS
Lookin' 'n' Listenin'—Ann Wardwell Saunders ..... SE
Looking Ahead—Dr. George S. Benson .. NEP
Looking Around—Sid Hathaway ..... SM
Looking Back In Sports—Lenny Hollreiser ..... CTN
Looking Up At Life—Harold Blake Walker ..... CTN
Lou Edman Describes—Lou Edman .... EDM
Louie—Harry Hanan ..... CTN-MIL
Love and Laughter—Maria Molnar ..... BPS
Love on Life—Philip H. Love NANA-WNS-BM
Luces de Broadway—Horacio Estol .... PPN
Lyons Den, The—Leonard Lyons ..... PHS

M

MacDivot—Mel Keefer and J. Lansky .. CTN
Magic Carpet Over Broadway—Joe Kaliff ..... AMF
Make People Like You—Lelord Kordel .. SPE
Make Up Your Mind—Arthur Hemley .. CTN
Male Call—Lester Samuel ..... CIT
Man to Man—Bill Thomas ..... GFC
Man's World—Everett Mattlin ..... CTN
Mandrake The Magician—Lee Falk and Fred Fredericks ...KFS-RGB (d)-TSS (S)
Manny from Mars—Fred Treadgold .... BPS
Map of the Stars—James Stokley ..... SCS
March of Science—Alton Blakeslee .... APN
Marianne Means' Washington—Marianne Means ..... KFS
Marianne Means Washington—Marianne Means ..... HHS
Mark My Word—Jim Fiebig ..... GFC
Mark Trail—Ed Dodd ..... PHS
Mark Trail's Outdoor Tips—Ed Dodd ..... PHS
Marmaduke—Brad Aderson and Dorothy Leeming ..... NNS
Mary Haworth's Mail—Mary Haworth ..... KFS-TSS
Mary Merryfield Column—Mary Merryfield ..... CTN
Mary McGrory—Mary McGrory ..... WSS
Mary Worth—Allen Saunders and Ken Ernst ..... PHS-MIL-CWF-CDN
Masterpiece Gallery—Robert Kent ..... FOU
Mata Hari—J. D. McFarland ..... MCF
Matt Marriott—Tony Weare ..... PPN
Matters of Substance (Fillers)—T. Jerome Bishop ..... BIS
Mauldin Editorial Cartoons—Bill Mauldin ..... PHS-MIL-CDN
Max Learner Column—Max Lerner ..... LAT
Maybe The Week Will Get Better—Elmer Muffwinkle ..... CTN
McGrady Column—Mike McGrady ..... NE
McGurk's Mob—Bud Marvin ..... NE
Medical Memos—H. L. Herschensohn, M.D. ..... LAT
Medicare—Reamer Keller ..... AD
Meditopics—T. Jerome Bishop ..... BIS
Mel Martin Reports—Mel Martin ..... MME
Memo To Caesar—Lenten Series—Ken Woodman ..... HPS
Memory Quiz—Donald Saltz ..... MEM
Mensaje Cosmo (Horoscope)—Raul Haliff ..... PPN
Men's Wear—The Score in Clothes—M. H. Barnum ..... CTN
Men's Wear—Walter Logan ..... UPI
Menu Magic—Virginia Roeder ..... CF
Menus—Cecily Brownstone ..... APN
Menus—Alice Peterson and Ella Elvin ..... CTN
Menus—Mary Meads ..... CTN
Messieurs Chateau & Briand—C. Green ..... SPS
Mexican News Roundup—Jed Linde ..... CNS
Mickey Finn—Lank Leonard ..... MCN
Mickey Mouse—Walt Disney ..... KFS-TSS
Milt Dunnell Sports Column—Milt Dunnell ..... TSS
Military Affairs—Gen. Ira Eaker ..... GFC
Military Analysis—Brig. Gen. S. L. A. Marshall ..... LTWP
Mind Your Own Business—Pat Murphy .. NE
Mini-Parade—Jeanette Ver Meulen ..... CIT
Minia Tours—Walter W. Hubbard ..... HN
Minute Mechanics—Ben Corey ..... HAR
Minute Message—Ben Corey ..... HAR
Mirror of Your Mind—John Conwell ..... KFS
Mirrors of Washington—Isabelle Shelton ..... NANA-WNS
Miscellaneous Features On Current Events—Amador Reyes ..... EPC
Miss Peach—Mel Lazarus ... PHS-MIL-CDN
Mister Breger—Dave Breger ...KFS-RGB-TSS
Moco—Morgensen and Cornelius ..... LAT
Modern Almanac, The—Herb Daniels .. CTN
Modern Etiquette—Robert Lee ..... WLG
Mohr About Fashion—Bert Mohr..... MOH
Moley Column—Raymond Moley ..... LAT
Money Clips—Mort Reid ..... NEA
$Money Talks$—Frank G. Spadone .... COI
Moon Messages For You—Cullen Moore ..... CMS
Moon Mullins—Fred Johnson ..... CTN
Moonshines—J. D. McFarland ..... MCF
Moore About Adam & Eve—Cullen Moore ..... CMS
Moose—Bob Weber ..... KFS
Mopsy Cartoon—Gladys Parker ..... MIL
Mopsy Page—Gladys Parker ..... MIL
Morning Report—Abe Mellinkoff ..... CHR
More For Your Money—Lawrence Galton ..... MIL-WSS
Morrison Golf Articles—Alex J. Morrison ..... TSS
Mosaic—Leon Paul ..... PAU
Mostly About Dogs—Tom McNalley .... CTN
Mostly About People—Walt Schmidt.... OHF
Mostly Male—"Doc" Goodwin ..... DF
Mother Hubbard's Cupboard—Louise Hubbard ..... HN
Mother's Helper—Betsey Pearson ..... CDN
Motion Picture Column—Charles Champlin ..... LTWP
Motion Picture Column—James Meade and Dave McIntyre ..... CNS
Motion Pictures—H. W. Holzer ..... EPS
Motorcar Museum—Jack Bard ..... RUS
Motor Racing—Ed Dunckelmann ..... INF
Motor Talk—Stirling Moss ..... BPS
Mountain Boys, The—Paul Webb ..... CF
Movie Column—Bosley Crowther ..... NYT
Movie Review—Phil Kalker ..... AEW
Mr. Abernathy—Ralston Jones and Frank Ridgeway .....KFS-RGB-TSS
Mr. Billopp—Francis F. Beirne ..... FJM
Mr. Magic—Benjamin Elkins, Vic. Cantone ..... SPS
Mr. Meltzer on Real Estate—Bernard C. Meltzer ..... RTS
Mr. Tweedy—Ned Riddle ..... GFC
Mrs. Bee, The Working Wife—Howard Bougher ..... AF
Mrs. Fitz—Frank Roberge .....KFS-TSS
Muggs & Skeeter—Wally Bishop .....KFS-CP-TSS
Muriel Lawrence's Column—Muriel Lawrence ..... NEA
Murray Column—Jim Murray ..... LAT
Music—Paul Hume ..... LTWP
Music Beat—Skitch Henderson ..... GFC
Music Column—Martin Bernheimer ... LTWP
Music Informer—John Austin ..... HIS
Music Whirl—Buddy Basch ..... BAS
Music World—Delos Smith ..... UPI
Mutt & Jeff—Al Smith ..... BM-MIL
Mutual Funds—William A. Doyle .....UFS
My Answer—Billy Graham ..... CTN
My New York—Mel Heimer ..... KFS-CP
My Word!—Frank Hedlund & James Ponter ..... RTS

N

Nancy—Ernie Bushmiller ..... UFS
Nason on Education—Dr. Leslie J. Nason ..... APN
National Whirligig—Andrew Tully ..... BM-MIL
Natural Skiing—Frank Day ..... NNS
Nature—Edward S. Thomas ..... DF
Nature Stories—Thorton W. Burgess ..... MIL-CDN
Naturebug—John Hazlett-Edward S. Thomas ..... DF
Needlecraft Pattern Features—Alice Brooks and Laura Wheeler ..... KFS-TSS
Neighbors—George Clark ..... CTN
Nero Wolf—Rex Stout ..... CF
New—Gene Fawcette ..... PHS
New Jersey Subjects—Gar Schmitt ..... EDI
New Products—Opan Crandall ..... CNS
New Products—Ida Fried ..... EPS
New You, A—Emily Wilkens ..... KFS
New York Theatre Letter—John Chapman ..... CTN
News Cartoons—Milt Morris ..... APN
News Dispatches—Topics of Current Interest—Ray Cromley, Dick Kleiner; Leon Dennen, Gaynor Maddox, Bruce Biossat, Tom A. Cullen, Rosette Hargrove, Robert J. Cochran, Tom Tiede, Roger Doughty, Boyd Lewis, Joan Crosby ..... NEA
News Focus—Charles Bartlett ..... PHS-MIL-CDN
News of Broadway & Hollywood—Phil Kalker ..... AEW
News Report From Washington—Edward H. Sims ..... EC
Nicholas and Alexandra—Robert K. Massie ..... DDS
Nip and Tuck—Fred Treadgold ..... BPS
Nonsense (Name of State)—Dick Hyman HYM
Norton Mockridge Column—Norton Mockridge ..... UFS
Notebook on Nature—Ron Lawrence ... TNS
Notes On The News—Charles D. Pearson PEA
Nothing But The Truth—Russ Arnold ..... SM
Now!—Gene Loyd ..... RTS
Now See Here!—Bert Bacharach .. KFS-TSS
Nubbin—James Burnett and Geo. Crenshaw ..... KFS-TSS
Nuts and Jolts—Bill Holman ..... CTN

O

Oceanography—Paul Corcoran ..... CNS
Odd Bodkins—Dan O'Neill ..... CHR
Odd Ditties, Odd Facts in Verse—Sterling Sherwin (ASCAP) ..... GBR
Of All Places—Horace Suton ..... UHS
Of Smith and Men—Jack Smith ..... LTWP
Off The Beaten Track—Bernard Geiman GEL
Off the Record—Ed Reed ..... RTS
Off the Record—Nathan Ziprin ..... SAF
Office Cat—Edgar A. Moss ..... MOF
Office Hours—Cy Olson ..... KFS-TSS
Oh, Lady!—Ruth Marcus ..... PHS
Old and New-mismatics—Katherine Schilling ..... HT
Old Home Town—Lee Stanley ..... TSS
Oleg Cassini Say's—Oleg Cassini ..... CF
Oliphant Editorial Cartoon—Pat Oliphant ..... LAT
Olympic Sking For You—Robert Beattie ..... NNS
On Hollywood—Harold Hefferman ..... BM-NANA
On Stage—Leonard Starr ..... CTN
On the Arts—Emily Genauer ..... NE
On The House—Andrew C. Lang ..... APN
On The Line—Bob Considine .... HHS-KFS
On The Sports Front—Bud Wilkinson .. GFC
On The Right—William F. Buckley, Jr. .... KFS-MIL-WSS
On The Screen—Herbert G. Luft ..... JTA
On The Town—Charles McHarry ..... CTN
On The Wire—John J. Westley ..... DIS
On This Day—Estey I. Reed ..... SS
On World Affairs—Edgar Ansel Mowrer ..... BM-MIL
One Minute Sports Quiz—Edward H. Sims ..... EC
Only In America—Harry Golden ..... BM-MIL
Only Human—Sidney Fields ..... CTN
Only The Newspaper—Chuck Stiles ..... SM
Opportunities Unlimited—Roberta Flemming Roesch ..... KFS-TSS
Orben's Hot Lines—Robert Orben ..... NE
Ottawa Comment—Lubor Zink ..... TNS
Ottawa in Perspectives—Peter Newman .. TSS
Otto Sez—Frank Nickens ..... HPS
Our Boarding House—William Freyse ..... NEA
Our Man Hoppe—Art Hoppe ..... CHR
Our Man in the Kitchen—Hyman Goldberg ..... RTS
Our New Age—Athelstan Spilhaus & Gene Faucette ..... PHS
Our Parish—Peg O'Connell ..... NCW
Our Religions—Dr. Carlyle Adams ..... RTS
Our Space Age—Otto S. Binder ..... BM-MIL
Outdoor Guideposts—Fred Luks ..... LUK
Outdoor Report—Ed. Hutchins ..... DF
Outdoors—Stan Davies ..... TSS
Outdoorsman—Perk Angwin ..... DIC
Out of Orbit—Herc Ficklen ..... AVA
Out Our Way—Negley Cochran, Walter Wetterberg ..... NEA

P

Panel Parcel—Today's Laugh—Rod de Sarro, Cathy Joachim, Jeff Keate, Reamer Keller, Tom Henderson, Joe Zeis, Betty Swords, Frank Owen .. CTN
Panorama—David Schwartz ..... JTA
Paperback Rack—Jennie Paley ..... CMI
Parade of Books—Clark Kinard ..... KFS
Paragraphs—Carey Williams ..... CDN
Parents and Children—Arnold Arnold .. NNS
Parents Ask—From The Gesell Institute of Child Development— Louise Bates Ames, Ph.D. ..... PHS
Parent-Child—Dorothy Rose ..... CTN
Parent Problems—Dr. Garry C. Myers .....-KFS-CP-TSS
Parents Plus—Justin Manning ..... FOU
Parents' World—Dr. Eve Jones ..... BON
Paris Fashion Stories—Rosette Hargrove ..... NEA
Past Sixty—Meg Hale ..... HAL
Patches of Brier—Warren J. Brier, Ph.D. CIT
Pathway To Success Quizz—Jane Sherrod BPS
Patents—Stacy Jones ..... NYT
Pat's Pointers Needlework—Pat Trexler ..... PHS
Patterns—Iris Lane ..... CSP
Patterson's People—Gene Patterson .... AF
Patt-O-Graphs—David S. Patterson .... PAT
Patrick—Mal Hancock ..... MIL-WSS
Patrick Scott Entertainment—Patrick Scott ..... TSS
Paul Harvey News—Paul Harvey ..... GFC
Peanuts—Charles M. Schulz ..... UFS
Pee Wee—S. M. Iger ..... PF
Penny—Harry Haenigsen .... PHS-MIL-CDN
People and Problems—Martin J. Ross .. LAW
People Are Funny—Art Linkletter ..... CF
Peoplets—Bord Stephens ..... WHE
Personal Finance—Hy Maldenberg ..... NYT
Personal Health Service—Dr. William Brady ..... NNS
Personal Pointers—T. Jerome Bishop .... BIS
Personal Tips to Teen-Agers—Dorothy Ricker ..... RTS
Pet Doctor—Dr. A. W. Moller ..... APN
Pet Notes—Dr. Lanier ..... MCN
Petunia—Peg Bracken ..... MIL-WSS
Phantom—Lee Falk and Seymour Barry ..... KFS-RGB-TSS
Philatelic News—Gustav Detjen, Jr. ... DET
Phillip's Flock—Doc. Goodwin ..... DF
P. J. Abominable—John Gallagher .... UFS
Phyllis Diller's—Marriage Manual Phyllis Diller ..... DDS
Pilote Tempete—Henk Sprenger ..... DWL
PIXies—Jack Wohl ..... UFS
Play Better Golf—Tommy Armour ..... CTN

TITLES OF BY LINED FEATURES

Play With Us—R. Peloquin ..... SOP
Pleasures of Food & Garden—
Daniel V. Thompson ..... THO
Poems—Edgar A. Guest ..... MIL
Pogo—Walt Kelly ..... PHS
Point Of View—Donald Freeman ..... CNS
Point of View—Norma Gleason ..... GLE
Points for Parents—
Mary Bryson & Cathy Miller ..... RTS
Points on Pets—Juanita Hart ..... CNS
Pointers and Patterns—
Polly Cramer ..... NEA
Politic-Kles—Pat Morain ..... ALL
Political Arena Editorial—
Dorsey Short ..... NEW
Political Cartoons—Giles,
Cummings, Friell and Jak ..... MS
Political Cartoons—Giles and
Lancaster ..... RTS
Political Parade—David S. Broder .... LTWP
Political Playground—Ed Valtman,
Bill Ryan ..... NEA
Political Scene—Omar Pobiete ..... EPC
Politics & People—Thomas O'Neill .... FJM
Polly's Pointers—Polly Cramer ..... NEA
Pony Tail—Lee Holley ..... KFS-TSS-RGB
Popeye—Bud Sagendorf ..... KFS
Pop Goes The World—Danilo Vasquez.. UPC
Pops—George Wolfe ..... SM
Popular Records—William D. Laver .. UPI
Portraits—
John C. Metcalfe ..... PHS-MIL-CDN
Ports Of Call—Edward H. Sims .... GC
Postcard—Stanton Delaplane ..... CHR
Potomac Fever—Jack Wilson ..... ATS
Pottsy—Jay Irving ..... CTN
Power and Sail—Almon Lockabey ..... GPC
Premier—Sunday Cross Word Puzzle
Eugene Sheffer ..... KFS-TSS
Prince Valiant—Hal Foster ..... KFS-TSS
Prints Charming—James Muldowney ... SPS
Priscilla's Pop—Al Vermeer ..... NEA
Pro-Files—Bob Sudyk, Lou Darvas .... KFS
Profile—Simon Kavanaugh ..... MS
Professor Phumble—Bill Yates KFS-TSS-RGB
Professor Pi—V. T. Born ..... DWL
Proper Billiards—Jim Lidey ..... TSS
Pro Power Index—Bob & Dick
Dunkle, Jr. ..... BM
Public's Opinion, The—John Kraft .... NNS
Pull Up A Chair—
Frank Jay Markey ..... MCN
Putting My Knows to the Grindstone
—Frank Del-Witt ..... HT

Q

Queenie—Phil Interlandi ..... KFS
Quick Quiz—John Langton ..... GFC
Quickie Quiz—Irma Kaufman ..... CIT
Quickies—Art Gates ..... GF
Quickies—Ken Reynolds ..... REY
Quiz Hall—Wilton E. Hall ..... HPS
Quizzons and Quoteoons—Bonnie Woolsey WOO
Quote—Acrostic—Charles Preston ..... PHS
"Quote" & Unquote, humerous, capsule
book reviews—Edwin T. Grandy ..... GBR

R

Racing Photographs with News Captions—
Ralph Morgan ..... RMN
Radio-TV: An Objective Report—
T. Jerome Bishop ..... BIS
Radio-TV Day by Day—Cynthia Lowry .. APN
Radio-Television Week—Cynthia Lowry .. AP
Rafferty Column—Dr. Max Rafferty .... LAT
Rainespout—Sandy Raines ..... RA
Ralph McGill Column—Ralph McGill .. PHS
Ramblin' Veeck—Bill Veeck ..... MIL
Ray Carr Talks Cars—
Daniel O'Connell ..... CAF
Ray Wilson on Broadway—
Ray Wilson ..... NEW
Raymond Moley Column—Raymond Moley MIL
Read and Remember—W. L.
Gordon ..... WLG-MS
Reader's Courtroom—Henry B.
Rothblatt LL.D. ..... GFC
Real Estate—John Pierson ..... UPI
Record Review—Dina Dellale ..... EPS
Record Roundup—Bob Budler ..... CNS
Records and Tapes—Barney Glazer ..... TCN
Recordings—Peter W. Johnson ..... LTWP
Red Eye—Gordon Bess ..... KFS
Red World, The—Mark Gayn ..... TSS
Reflections—Eric Hoffer ..... LED
Religion—Claire Cox ..... CNS
Religion Today—George Cornell ..... APN
Religion—Louis Cassels ..... UPI
Religious (Church) Series—J. C.
Coleman ..... CA
Religious Drawings—Jack Hamm ..... SM
Religious Series Features—T. Jerome
Bishop ..... BIS
Report from Europe—Arthur Vescy .... CTN
Report From Washington—
Walter Trohan ..... CTN
Report on the World of Women—
Helen Hennessy ..... NEA
Reportage d'Amerique—
Maurice LaFontaine ..... CMI
Reppertee—Ralph Reppert ..... FJM
Reston Column—James Reston ..... NYT
Rev. Lester Kinsolving—Rev.
Lester Kinsolving ..... CHR
Reviewing The New Movies—
Phil Kalker ..... AEW
Rex Morgan, M.D.—Dr. N. P. Dallis,
Marvin Bradley and Frank
Edington ..... PHS-MIL-CDN
Rhythm Section—Ralph J. Gleason .... CHR
Richard Speak Out—Maurice Richard .. SOP
Rick O'Shay—Stan Lynde ..... CTN
Riff McTic—Alex Crosby ..... EBS
Rip Kirby—John Prentice and
Fred Dickenson ..... KFS-RGB-TSS
Rip Tide—Herron and Grandetti ..... CF
Rivets—George Sixta ..... PHS-MIL-CDN
Robert W. Chambers—Robert W.
Chambers ..... MIL
Robin Malone—Bob Lubbers ..... NEA
Rod Chance—Stanley H. Brams,
Howard Whims ..... CF
Rosettes—Elinor K. Rose ..... ROS
Round Up of World News—
David Horowitz ..... WUP
Rowan Column—Carl T. Rowan .. PHS-MIL
Roy Wilkins Column—Roy Wilkins .... RTS
Rural Delivery—Al Smith ..... SM
Rusk Column—Dr. Howard Rusk ..... NYT
Ruth's Recipes—Ruth Evans ..... WLG
Rx For Sick Marriages—
Dr. Connor G. Cole ..... CF
Ryatts, The—Jack Elrod ..... PHS
Ryskind Column—Morrie Ryskind ..... TNS

S

Safety First—David O. Alber ..... ALR
Safety First—David O. Alber ..... CIT
Salute—Jerry T. Bauleh ..... APN
Sam Says—Sam Siciliano ..... SAS
Sanders Editorial Cartoons—
William Sanders ..... PHS
Sanders Editorial Cartoons—
William Sanders ..... PHS
Sandy—Jim & June Unwin ..... HPS
Saturday Review Book Service—
John Barkham ..... SAT
Saturday Review Music Service—
Irving Kolodin ..... SAT
Say It Straight!—
Victor Lasky ..... NANA-WNS
Scamp—Walt Disney ..... KFS
Scan Features—Rex Roper ..... RA
Science—Mary Jane Bergen ..... EPS
Science and Medicine—Bryant Evans ... CNS
Science and You—Joseph L. Myler ..... UPI
Science and You—
Dr. Leonard Reiffel ..... WBE-PHS
Science at Work—John Barbour ..... APN
Science Column—Walter Sullivan ..... NYT
Science News—Bryant Evans ..... CNS
Science For You—Bob Brown ..... GFC
Science In Focus—Tom Fennessy ..... DF
Science Newsfeatures—Alton Blakeslee,
John Barbour and Frank Carey ..... APN
Science Today—Delos Smith ..... UPI
Scramble Steps—Charles J. Basche, Jr. BAS
Scrambler, The—Ronald Anders ..... AR
Secret Agent Corrigan—
Al Williamson & Archie Goodwin .... KFS
Secrets of Charm—John Robert
Powers ..... NNS
Security For You & Veterans Guide—
Martin E. Segal ..... APN
Seams To Me—Patricia Scott ..... CDN
Seems To Me—Al Block ..... AB
Selected Short Shorts—Alex Jane
Benchly ..... RA
Self-Analysis Quiz—Jane Sherrod Singer.. SM
Senator Caucus—Wyma ..... GFC
Senator Soaper Says—Bill
Vaughan ..... BM-NANA-MIL-WNS
Senior Forum—Paul Hightower ..... GFC
Senior View, The—Sam Siciliano ..... SAS
Serialization of Books of Current
..Interest: Current Titles available
Request—Kurt Singer ..... BPS
Serving Seniors—Esther & David Elston WIL
Seventeen—Lansky ..... CTN
Sew Simple—Eunice Farmer ..... RTS
Sew What's New—Sandra Kelly ..... BM
Shape of The News—Edward P. Morgan.. NE
Shaping the Earth—Dr. A. A. Manten.. DWL
Sheinwold On Bridge—Alfred
Sheinwold ..... GFC
Shelly—Don Vannozzi ..... SPS
Short Ribs—Frank O'Neal ..... NEA
Short Short Stories—Art Gates ..... GF
Short Stories!—Frank Del-Witt ..... HT
Showbeat—Dick Kleiner ..... NEA
Show Biz—color cartoon—
Flash Fairfield ..... NEA
Shows To Watch—(Television)—
Hal Humphrey ..... LAT
Sid Ascher In New York Entertainment/
Theatre—Sid Ascher ..... ASC
Side Glances—Gil Fox ..... NEA
Silly Dillies—Bob Lagers ..... LED
Silver Lining—Rabbi Samuel Silver .... SAF
Silver On Sports—Jesse Silver ..... JTA
60 Second Sermons—Fred Dodge ..... MM
Sketches—Ben Burroughs ..... GFC
Ski Tips—Dick Simon ..... TSS
Skies Today, The—Bailey R. Frank .... FRA
Skillet Club for Men, The—
Frank Kohler ..... GFC
Slim Chance University—
David S. Patterson ..... PAT
Small Fry Diary—N. E. Coan ..... COA
Small Society, The—Morrie Brickman .. KFS
Small World—Lou Grant ..... AD
Small Worlds Around Us—
Lynn M. Watkins ..... RTS
Smidgens—Robert Cordray ..... NNS
Smilin' Jack—Zack Mosely ..... CTN
Smith Family, The—Mr. and Mrs.
George Smith ..... MIL-WSS
Smitty—Walter Bernt ..... CTN
Smokey Stover—Bill Holman ..... CTN
Sneakers—Jeanne and Mary ..... KFS
Sniffy—George Fett ..... BM-MIL
So That's Why—Gwen Morgan ..... CTN
Soccer Shots—Milt Miler ..... SA
Society in Florida—Bernard O'Brien .. OBR
Soft-Sell Sam—Marvin Myers ..... RTS
Soliloquy—Ric Hugo ..... PHS
Solunar Tables—Jacqueline Knight ..... RTS
Solve-A-Crime—A. A. Gordon ..... WLG-MS
Sondags Krumelurer—F. W. Koenig .... BPS
Sonny South—Al Courtson ..... SM
Soozi—Don Weldon &
Bob Oksner ..... MIL
Sound Off—Roger George ..... MCN
Space Age Report—Frank Macomber .. CNS
Space I. Q.—William Weiser ..... CF
Sparks of Wisdom—Cedric Simms .. WLG-MS
Speaking Frankly—Mary McGrath ..... UFS
Speaking of Manners—
Patricia Lewis ..... KFS-TSS
Speaking of The Law—
Earle & J. M. Harvey ..... ACC
Speaking of Your Health—
Lester Coleman ..... RGB-CP-KFS-TSS
Special Editorials (Birthdays,
Anniversaries, etc.)—
Edward H. Sims ..... EC
Speed Douglas—Russ De Marks ..... RUS
Speed's Safety Slants—Russ De Marks .. RUS
Spooky—Bill Holman ..... CTN
Sporteaser—Eddie Germano ..... CF
Sport Doings—Phil Kalker ..... AEW
Sports Column—Ted Williams ..... MIL
Sports Column—Milton Gross ..... NANA
Sport Scene—Lee James ..... JL
Sportsman's Digest—Hal Sharp ..... GFC
Sports Before Your Eyes—
Harry S. Donen ..... DHS
Sports Cartoon—Murray Olderman ..... NEA
Sports Cartoons—Alan Mayer .. KFS-CP-TSS
Sports Column—Arthur Daley,
Robert Lipsyte ..... NYT
Sports Columnc—Jack Murphy,
Paul Corcoran ..... CNS
Sports Illustrations—
Sports Illustrations—Murray Olderman . NEA
Sports Expert—Fred Imhof ..... RTS
Sports on Stamps—Milt Miller ..... SA
Sports Patrol—Steve Snider ..... UPI
Sports Postpaid—Milt Miller ..... JL
Sports Sputterings—
Walter L. Johns ..... KFS-TSS
Sport Shelf—Jeff Lee ..... JL
Sports Stories—Murray Olderman, Ira
Berkow, Tommy Thomas ..... NEA
Sports Today—Jimmy Cannon .... KFS-TSS
Spotlight on Business—Morris Katz MIL-CDN
Spotlight On Education—
Dr. Benjamin Fine ..... NANA-WNS
Spotlight On Education—Arthur S. Green GRE
Squirrel Cage—Douglass Welch ..... TSS
Stamp & Coin News From America—
Julius Weiss ..... WEI
Stamps in the News—Syd Kronish .... APN
Stamp News—Ernest Kehr ..... CDN
Stamp Nook—Ronald Anders ..... AR
Standard Bridge—M. Harrison-Gray .... MS
Stapley On Cars—Ray Stapley ..... TNS
Star Gazer—Clay Pollen ..... MIL
Stars Above—Sherman Walker ..... LAT
Star & Fashion—Cullen Moore ..... CMS
Stars and Lovers (Questions & Answers)—
Cullen Moore ..... CMS
State of Affairs—Clayton Fritchey ..... NE
Station Break—TV Comic Panel—
Gen. Lemont ..... NEA
Stay Alive Longer—Lelord Kordel ..... SPE
Stay Younger, Longer—Marylou McKenna MSN
Stees Sees—John Sees ..... UFS
Steinbeck Letters—John Steinbeck ..... NE
Steve Canyon—Milton
Caniff ..... KFS-PHS-MIL-CDN
Steve Roper—Wm. Overgard and
Allen Saunders ..... PHS-MIL-CDN
Still At Large—Robert York ..... AF
Still Life—Jerry Robinson ..... CTN
Stitchin' Time—
Joanne Schreiber, Judy Love ..... NEA
Stock Exchanges—Philip Greer .....LTWP
Stoker The Broker—Henry Bothoff .... CF
Stop Killing Yourself—Dr. Peter J.
Steincrohn, F.A.C.P. ..... BM-MIL
Stories About Stamps—Doug Patrick .. RGB
Stories Behind Words—
William S. Penfield ..... PE
Stories Behind Words—
Wm. S. Penfield ..... WHE
Strange As It Seems—Elsie Hix ..... UFS
Strange World of Mr. Mum, The—
Irving Phillips ..... PHS
Strength For Today—Dr. Earl L.
Douglass ..... CF
Strictly Business—
Dale McFeatters ..... PHS-MIL-CDN
Strictly Personal—
Sydney J. Harris ..... PHS-MIL-CDN
Styles—Jean Wilson ..... APN
Success On The Job—E. A. Butler .... CTN
Success Vitamins—Justin Manning .... FOU
Successful Investing—
Roger E. Spear ..... GFC
Sue Burnett Dress Pattern—
Sue Burnett ..... NEA
Sugar and Spice—Bill Smiley ..... TNS
Sugar and Spice—Elinor K. Rose ..... AF
Sulzberger Column—C. L. Sulzberger .. NYT
Sum and Substance—Rev. John B.
Sheerin, C.S.P. ..... NCW
Summer Hostess—Kay Marsh & Mary
Ellen Pourchot ..... ENT
Sunday School Lesson—Dr. Earl L.
Douglas ..... CF
Super Handyman—Al Carrell ..... KFS
Superman—Wayne Boring ..... MIL
Swinging Set—Sylvie Reice ..... PHS

T

Taffy's Tips—Dolly Martin .....MIL-CDN
Tales from the Great Book—
John Lehtl ..... PHS-MIL-CDN
Tall Tales—Allan Jaffee ..... CDN
Tarkenton Says—Fran Tarkenton ..... NEA
Tarzan—Edgar Rice Burroughs ..... UFS
Tasty Tales—Charles Rehns ..... REH
Techtoons—Palof and Bixby ..... CP
Teen Age Mail—Dorothy Ricker ..... RTS
Teen Forum—Jean Adams ..... CTN
Teen Manners—Pat Davis ..... CNS
Teen Scene—Molly Potkin ..... CJC
Teen Scene—Ben Corey ..... HAR
Teen Scene—Helen Alpert ..... SYN
Teenage Corner—Ellie & David Lavin.... TEE
Teenage Date-Line—
Ele & Walt Dulaney ..... BM
Teenage Tips—Jane Sherrod ..... BPS
Teenagers Say—Lester Rand ..... YR
Teenie Weenies—William Donahey ..... CTN
Teens on Wheels—Michael Lamm ..... APN
Television Columns—Jack Gould ..... NYT
Television Informer—John Austin ..... HIS
Television in Review—Rick DuBrow ... UPI
Television Week—Cynthia Lowry ..... APN
Tell Me Dorothy—Dorthy Crispo ..... DOR
Tell Me, Nurse—Phyllis C. Barrins, R.N. CIT
Tell Me Why—A. Leokum ..... MIL-WSS
Ten Word Teaser—Fran & Joe Baker... YIV
Tenpin Tips—Frank Clause ..... GFC
Terry & The Pirates—George Wunder .. CTN
Terse-Verse—A. C. Gordon ..... WLG-MS
Test Your Driving I.Q.—
Charles E. Hendrick ..... HIG
Test your Horse Sense—
Dr. George W. Crane ..... CTN
Test Your English—Carroll H. Jones .. RTS
The Aristocrats—Bob Kane ..... LED
The Battle and The Breeze—
Celestine Sibley ..... WNS
The Bible Says—T. Jerome Bishop ..... BIS
The Born Loser—Art Sansom ..... NEA
The Byrds—Joe Appalucci ..... MIL-WSS
The Daily Investor—
William A. Doyle ..... UFS
The Divercee's Handbook—
Louise Rohner ..... DDS
The Doctor Says—Medical Column—
Wayne G. Brandstadt, M.D. ..... NEA
The Dropouts—Howard Post ..... UFS
The Fantastic Foster Fenwick by Mal
Hancock—Mal Hancock ..... WSS
The Fearless Spectator—Charles McCabe CHR
"The 52 Club"—Rooney W. Davis ..... QAS
The Gooneys—Les Carroll ..... NEA
The Gullivers—Mary Gauerke ..... WSS
The Human Side of Investing—
G. L. Ludeke ..... BEL
The Justice Said—M. R. Williams ..... LAT
The Law Brief—Martin J. Ross ..... LAW
The Legal Way—Edward Demson ..... CNS
The Lighter Side—Dick West ..... UPI
The "Low Down" From the
Congressional Record—Joe Crump ... CRU
The Men in Your Life—
Genevieve Darlaux ..... DDS
The Mail Ego—Terrence O'Flaherty .... CHR
The Money Tree—Milton Moskowitz ... CHR
The Morrie Ryskind Column—
Morrie Ryskind ..... WSS
The Music World—Delos Smith ..... UPI
The Needle—Harold Coffin ..... APN
The Old Redhead—Red Barber ..... CF
The Phillip Wagner Column—
Phillip Wagner ..... WAG
The Pine Ridge Editor—
David S. Patterson, Sr. ..... PAT
The Record Rack—Bud Good ..... CMI
The Red World—Mark Gayn ..... TSS
The Reluctant Taxpayer—William Raby .. RI

The Rhythm Section—Ralph J. Gleason ..... CHB
the small society—Morrie Brickman .... WSS
The Social Critic—Martin L. Gross .... NFS
The Sixties—William Wallace ..... WAL
The Shrewd Nude & other Light verse—John Milton Hagen ..... GBR
The Park Bench Philosopher—David S. Patterson ..... PAT
The Reluctant Taxpayer—William Raby ..... LAT
The Search for the Girl with Blue Eyes—Jess Stearn ..... DDS
The Shepherd—Tullen C. Hyer ..... CF
"the small society"—Morrie Brickman.. KFS
The Street—Sidney Rutberg ..... FA
The Stock Market—Phillip Greer ..... LTWP
The Tube—Rex Reed ..... FA
The U.N. Today—William R. Frye .... FRY
The View From Europe—Bob Popelka.. THV
The View From Point Blank—John K. Young ..... CIT
The Weather And You—Medicus Familius LAT
The Well Child—Wayne G. Brandstadt M.D. ..... NEA
The Willets—Walt Wetterberg ..... NEA
The Witching Post—Hugh Mann VIV
The Woman Traveler—Frances Koltun ..... PHS-MIL
The Word's The Thing—Ray Bartells ..... OHF
The World of Entertainment—Lillian Hughes ..... EC
The World of Stamps—Gustax Detjen, Jr. ..... DET
The World of Stars—William Otterburn-Hall ..... CHR
The Worry Clinic—Dr. George W. Crane ..... MCN
The Young Marriage—Mary Anne Guitar ..... DDS
Theater Letter—Walter F. Kerr ..... CDN
Theatre—William Glover ..... APN
Theatre—Martin Gottfried ..... FA
Theatre—Walter Kerr ..... NYT
Theatre By George:—George Fenmore .. CIT
Then—Now—Roy L. Fox ..... CTN
There Oughta Be A Law—Harry Shorten ..... UFS
These Days—John Chamberlin .... KFS-TSS
These Rights Are Yours—Porter B. Williams ..... TRA
They Said That It Couldn't Be Done—T. Perome Bishop ..... BIS
They'll Do It Everytime—Bob Dunn and Al Scaduto .. KFS-RGB-TSS
Thimble Theatre Starring Popeye—Bud Sagendorf .....RGB(d)-TSS(s)
Thingamajiggers—Tee Jay VIV
Things To Do This Weekend—Gil Whitton ..... WIL
this an' that—Earl Akin ..... TER
This & That in Sports—Phil Kalker ... AEW
This Day in Sports—Lenny Hollreiser ..... CTN
This Generation—James T. & William M. Doran ..... CTN
This Is Man—Jose Rios ..... EPC
This is Sport?—Court Alderson ..... SM
This Morning—Shirley Povich ..... LTWP
This Week Tongue In Cheek—Howard Tedder ..... TOS
This World of Ours—Richard F. Pattee ..... NCW
Those Were The Days—Art Beeman ..... SM
Thoughts For Food—Monica Altenbain .. CMI
Three Meals A Day—Helen Gagen ..... TNS
Three Minutes A Day—James Keller .. MCN
Thrifty Nifty—Helen Robertson and Mary Dunn ..... GFC
Through the Looking Glass—Helen Abel ..... CNS
Ticker Toons—Jud Hurd ..... UFS
Ticker Topics—Ed Nassauer ..... ICS
Ties That Bind—Rev. James T. McHugh ..... NCW
Tiffany Jones—Pat Tourret & Jenny Butterworth ..... PHS
Tiger—Bud Blake ..... KFS
Tim Tyler's Luck—Lyman Young, Robert Young, Tom Massey ..... KFS-RGB-TSS
Time Out—Jeff Keats ..... PHS-MIL-CDN
Tip Top Tips—Chris Riley ..... CF
Tippe & Cap Stubbs—Edwina ..... MIL
Tips—Ken Reynolds ..... REY
Tips For Trips—Rosellen Callahan ..... EES
Tips From The Tour—Arnold Palmer... NNS
Tips From Twiggy—Twiggy ..... NNS
Tizzy—Kate Osann ..... NEA
To Be Equal—Whitney M. Young, Jr... NAT
To The King's Taste—Hoyt Alden ..... MIL-WSS
To The Point—Russell Kirk ..... GFC
To Your Good Health—Dr. Joseph G. Molner ..... PHS-CWF-MIL-CDN
Today's Business Mirror—John Cunniff .. AP
Today's Chuckle—Thomas Collins ..... GFC
Today's Education—Dr. Robert E. Wilson ..... CF
Today's Children—Grace Langdon and Irving W. Stout ..... KFS-TSS
Today's Index—Dick Peeples ..... AF
Today's Living—Mimi Rockefeller ..... CF
Today's Recipe—Philomena Corradeno ..... PHI
Today's Sports Parade—Milton Richman. UPI
Today's Talk—George Matthew Adams ..... MIL-WSS
Today's Teens—Lester Rand ..... YR
Today's Women—Joy Miller ..... APN
Tom Trick—Mary Goss, Frank Remlie ..... NEA
Tommy James Ad Lib—Tommy James VIV
Tomorrow's Bridge-Today—William Seamon ..... RTS
Top Records of Week—Nancy Gilbert .. APN
Trade Winds—Lou Schneider ..... NANA
Trade Winds—Lon Schneider ..... BM-MIL
Travel—R. G. King ..... MAG
Travel—Margaret Williams ..... EPS
Travel—Gerry Hall ..... TSS
Travel at a Glance with Robbie Patrick—Robbie Patrick ..... OBR
Travel Column—Richard Joseph ..... CTN
Travel Column—Jerry Hulse ..... LTWP
Travel Informer—Julian Osberg ..... HIS
Travel Talk—Art Gershon ..... CMI
Travel Time—Ned Walters ..... ICS
Travel Topics—Murray Brown ..... UPI
Traveler's Clearing House—Stephanie Bonsavage ..... CF
Traveling Light—Peter Porges & Ron Butler ..... GFC
Traveling The America's—Stephanie Bonsavage ..... CF
Treas-O-Gram—Robert B. Pearsall ..... GFC
Treasury of Classic Tales—Walt Disney ..... KFS-TSS
Trials and Tribulations (Legal)—Florence K. Palmer ..... AD
Tricks of The Trade—Dan Tyler Moore ... BM
Trixie the Trade—Dick Erieson ..... SM
Trudy—Jerry Marcus ..... KFS-TSS-RGB
True Life Adventures—Walt Disney ..... KFS-TSS
Truth for Today: Let's Ask The Bible—A. G. van Campen ..... GLS
Try and Stop Me—Bennett Cerf ... KFS-CP
Bennett Cerf ..... KFS-CP
Tumbleweeds—Tom K. Ryan ..... RTS
Turning Point—Max Christensen ..... CS
T.V. Cameo—Ed Misurell ..... CP
TV Closeups—Marilyn Beck ..... BM
TV Commentary—Mrs. Hugo S. Sims ..... EC
TV From A Woman's Viewpoint—Marcia Michels ..... AMF
TV Front, The—Richard K. Doan ..... CDN
TV Interviews—Mimi Mead ..... BM-MIL
TV Key Features, Mailbag, Previews—Stephen H. Scheuer ..... KFS-TSS
TV Laffs—Cliff Rogerson ..... BM-MIL
TV Notebook—Joan Crosby ..... NEA
TV Personalities—Frank Langley, Stan Maays ..... NEA
TV Profile—Vernon Scott ..... UPI
TV-Radio—Jack Gaver ..... UPI
TV & Radio—Laurence Laurent ..... LTWP
TV-Radio Reviews—Clay Cowrans ..... CTN
TV Starscramble—Leo White ..... BM-MIL
TV Tee-Hees—Henry Scarpelli ..... GFC
Two Minute Mystery—Donald J. Sobol ... TM

U

U-Bild-It—Steve Ellingson ..... UB-MS
U-Bild Enterprises—Steve Ellingson ..... DF
U-Bild Patterns—Steve Ellingson ..... AD
Uncle Charlie—Peter Laing ..... MIL-WSS
Uncle Ray's Column—Ramon Coffman ..... PHS-MIL-CDN
Uncle Remus—Walt Disney ..... KFS-TSS
Under Twenty—Kurt Lassen ..... CF
Unknown in History, The—Thourot Pichel ..... CN
U.N. Features—Charles P. Howard, Sr. ..... HNS
United Nations News—Arthur Gershon ... CMI
U.S. Wide Quiz—Dan Williams ..... CF

V

Varieties and Vistas (U.S.A. & L.A.)—Inez and Cecilia Pedroza ..... PED
Vaughan at Large—Bill Vaughan ..... BM-MI
Veterinary Journal—Dr. William Bone, DVM ..... WIL
Video—Everyday—Frances M. Knox ..... DIC
Video—Everyweek—Frances M. Knox ... DIC
Video Vignettes—Marcia Michels ..... AMF
View—Frances M. Knox ..... DIC
Viewing TV—Hal Humphrey ..... LAT
Views of Sport—W. W. "Red" Smith..... PHS-MIL-CDN
Village Square—Chuck Stiles ..... SM
Vincent Price On Art—Vincent Price ... CTN
Vinettas Norte Americas—Horacio Estol PPN
Vintage Years, The—R. O. Beckman .... CF
VIP—Mavine Cheshire ..... LTWP
Voice of Broadway—Jack O'Brian ..... KFS-TSS-RGB
Vogue Fashions—Illman ..... CTN

W

Wallmeyer Cartoons—Dick Wallmeyer ..... RTS
Wall Street Perspective—William D. Laffler ..... UPI
Walter Winchell Everywhere—Walter Winchell ..... MCN
Ward To The Wise—Gene Ward ..... CTN
Washington—Vera Glaser ..... WNS
Washington Beat—Leslie Carpenter ..... PHS
Washington Calling—Marquis Childs ..... UFS
Washington Closeup—Dana Bullen, Orr Kelly, Judith Randall, Frank Getlein, Paul Hope ..... MIL-WSS
Washington Column—Bruce Bissat, Ray Cromley ..... NEA
Washington Farm Review—Harry Lando WFN
Washington Insight—Joseph Kraft PHS-MIL
Washington Merry-Go-Round—Drew Pearson and Jack Anderson .... BM-MIL
Washington Notebook—Noel Grove ..... NEA
Washington Notes—Lillian Hughes ..... EC
Washington Scrapbook—Walter Trohan CTN
Washington Science Report—William Hines ..... PHS
Washington Wonderland—Ruth Montgomery ..... TSS
Watch on The Potomac—Robert G. Spivack ..... CDN
Watch Your P's & Q's—Harriet Dunbar DUN
Water Skiing—Clint Ward ..... TSS
Wayout—Ken Muse ..... MCN
Weatherwise or Otherwise—Capt. E. S. Neal ..... MS
Webster Cartoons H. T.—H. T. Webster SM
We Like This Plan Because—Hiawatha Estes ..... NPB
Wee Pals—Morrie Turner ..... RTS
Wee Women—Jim Whiting ..... GFC
Weeders Guide—Earl Aaronson ..... APN
Week In Liturgy, The—Rev. Paschal Boland, O.S.B. ..... NCW
Week In Finance—Thomas Mulaney ... NYT
Weekend Bible Quiz—Lavina Ross Fowler ..... NNS
Weekly Financial—Ed Morse ..... AP
Weekly Grain Review—Edmund De Moch .. AP
Weekly Mediation—Colin Douglas .. WLG-MS
Weekly Metals Review—Jack Leffer ..... AP
Weekly Political cartoon for State of Illinois only—Arthur A. Henrikson .. HEN
Weekly Political Cartoons for State of Texas only—w-3c6-mat-orp-w-2c3½"-orp—Herc Ficklen ..... AVA
Weekly Sunday School Lesson and Bible Strip—Alfred J. Buescher .. KFS-TSS
Weekly Sunday School lesson and Bible Strip—Alfred J. Buescher and R. H. Ramsey CP
Wendy Marshall—Wm Mortimer ... TSS-NNS
What About Retirement—Frank Corrick ..... CNS
What Life Has Taught Me—Kurt Singer ..... BPS
What Do You Know—Dr. Sabina Connolly ..... KFS-RGB-TSS
What Kind of World—Dr. Robert Maynard Hutchins ..... LAT
What Next Fasion Interviews—Paul Hamlin ..... SPS
What Would You Do—If—?—T. Jerome Bishop ..... BIS
What Young People Think—Nancy Gilbert ..... APN
What's Best For Your Child?—Dr. David Goodman ..... BM-MIL
What's New in Foods?—Phil Kalker ..... AEW
What's New in Sports—Phil Kalker ..... AEW
What's On? TV, Radio—Ben Gross ... CTN
What's The Law—Jack Strauss ..... MIL
What's Your Fashionscope?—Ethel Burge ..... BUR
What's Your Problem?—Linda Lawrence ..... RFS
Wheeling It—Bob Cochnar, ... NEA
Where Do You Come From—John R. Kock ..... SPS
Where in The World—John I Dugan ... UPS
Who Knows— The Answers—Lillan Hughes ..... EC
Why Grow Old—Josephine Lowman ..... RTS
Who Am I?—Clarice Erwin ..... AR
Who Is Who—Tom Cybulski ..... DF
Why We Say—Bob Morgan and Pete Hoffman ..... GFC
Wicker Column—Tom Wicher ..... NYT
Widener Column—Alice Widener ..... USA
Wilkins Column.—Roy Wilkins ..... RTS
William S. White, Washington Column—William S. White ..... UFS
Will's Weekend almanac—Will O. Creek, Jr. ..... WIL
Win At Bridge—Oswald and Jim Jacoby ..... NEA
Winky Ryatt—Jack Elrod ..... PHS
Wine Column—Ruth Ellen Church ..... CTN
Winnie Winkle—Martin Branner ..... CTN
Winning Contract—Howard Schenken and Richard Frey ..... BM-MIL
Winthrop—Dick Cavalli ..... NEA
Wishing Well—William Miller KFS-RGB-TSS
Wisdom in the Street—Charles Rehns ... REH
With Sgt. Mike—Mike Hodgson ..... PHS
Wizard Of ID—Brant Parker & Johnny Hart ..... PHS-MIL
Women's Angle—Betty Roberts ..... ICS
Woman's New York—Alice Hughes ..... TSS
Women's View—Gay Pauley ..... UPI
Woman to Woman—Patricia McCormack UPI
Women Now—Dorothy Roe ..... CTN
Women's Page Features—Rosette Hargrove, Helen Hennessy, Gaynor Maddox, Mrs. Murel Lawence; Aileen Snoddy, Polly Cramer, Betty Canary, Judy Love, Joanne Schreiber ..... NEA
Women's World—Eleanor Adams ..... CNS
Wonderful World of Animals—Dr. Frank Miller, D.V.R., Hubert Buel, Artist .. CHR
Wonders of Nature—Dr. A. A. Manten DWL
Wonders of the Universe—Dr. I. N. Levit ..... GFC
Woody's World—John Holm ..... NNS
Word-A-Day—Mickey Bach ..... PHS-MIL-CDN
Word Definitions' Fictionary—Singer .. BPS
Words, Wit & Wisdom—William Morris ..... MIL
Words, Wit & Wisdom—William & Mary Morris ..... LAT
Working Girl's Notebook—Marion Odmark ..... CTN
World Affairs—Vice Adm. Ruthven E. Libby ..... CNS
World Affairs Question—Edgar Ansel Mowrer ..... WNS
World in Focus, The—William R. Frye .. FRY
World of Coins, The—Barbara Lyon ... NUM
World of Religion—Allen Spraggett .... TSS
World of Waldron—Ann Waldron ..... CTN
World Today, The—James Marlow ..... APN
Worry Clinic, The—Dr. George W. Crane ..... HPS
Worth Repeating—Theron C. Liddle .... RTS
Would You Believe—Frederick Philcox .. CIT
Writer's World—Morton Self ..... EUR

Y

Yardley Editorial Cartoons—Richard Yardley ..... FJM
Yardley Jones—Yardley Jones ..... TNS
Yardstick, The—Msgr. George G. Higgins ..... NCW
Years of Fulfillment—Henrietta Kish .. WNS
Yesterday's Heroes—Loel Schrader .... RTS
Yogi Bear—Hanna-Barbara Productions MCN
You and the Law—Martin J. Ross ..... LAW
You and Your Child—Joan Beck ..... CTN
You Can Do It—Alfred De Ciccio ..... CTN
You, Your Child and School—David Nydick ..... UPI
You and Your Home—Barbara Barnes, E. Lehman ..... RTS
You Can Fix It—Gene Von ..... WLG-MS
Young Hobby Club—Cappy Dick ..... PHS-MIL-CDN
Young Ideas—Jeanne Sakol ..... WNS
Young Ideas—Dick Young ..... CTN
Young Moderns—Vivian Brown ..... APN
Your America Day By Day—Clark Kinnard ..... KFS-TSS
Your Antiques—Jack Jamieson ..... TSS
Your Baby & Mine—Myrtle Meyer Eldred ..... RTS
Your Birthday—Stella ..... UFS
Your Car—Eugene Milmoe ..... GFC
Your Dental Health—Dr. William Lawrence ..... NEA
Your Doctor is Reading—Faye Marley .. SCS
Your Education Forum—Dr. Benjamin Fine ..... NANA-WNS
Your Family and You—Dr. Paul Popenoe ..... NNS
Your Home—Lu Albrecht ..... GFC
Your Income Tax—Arnold Mandel, C.A. TSS
Your Life and Mine—Phyllis-Mitchell .. MIT
Your Medicare—Eugene Miller ..... MLN
Your Money's Worth—Sylvi Porter .... PHS
Your New Year Tips—Cullen Moore .... CMS
Your Personal Finance—Carton Smith, Richard Putnam ..... NEA
Your Purse Strings—Eugene Miller .... MLN
Your Sew Right—Dale Cavanagh ..... SPS
Your World and Mine—Michael Ward ... CJC
You're Telling Me—William Ritt ..... KFS-CP-TSS
You're The Skipper—John Bohannan ..... PHS-MIL-CDN
Youth and It's Fling—Pat Davis ..... CNS
Youth Asked For It—Helen Bottel ..... KFS
Youth Beat—Robert MacLeod ..... NEA
Youth Parade—Reba and Bonnie Churchill ..... NNS
Youthful Viewpoint, The—Lester Rand .. YR

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A

Aaronson, Earl—Weeders Guide ..... APN
Abel, Helen—Fashions For Women .... CNS
Abel, Helen—Through the Looking Glass ..... CNS
Abraham, "Doc" George—Green Thumb, The ..... ABR
Abrams, Jane—Interior Decoration .... CTN
Adams, Amy—Ask Amy ..... CPS
Adams, Anne and Marian Martin—Dress Pattern Features ..... KFS-CP
Adams, Chet—All In Sport ..... CTN
Adams, Dr. Carlyle—Our Religious .... RTS
Adams, Eleanor—Women's World ..... CNS
Adams, George, Ann Jermyn—Mome ..... DHJ
Adams, George Matthew—Today's Talk .. WSS
Adams, Jean—Teen Forum ..... CTN
Adams, J. M., Jr.—Blackstone ..... FOU
Adler, Albert & Richard Harrison—Lim-R-Iddle ..... CWF
Adler, Joseph—Destination ..... ADL
Adler, Dr. Mortimer J.—Great Ideas From The Great Books ..... PHS
Adrian, Tracy—Fashions ..... KFS
Ahern, Margaret—An Altar Bay Named Speck ..... NCW
Akin, Earl—Editorials ..... TER
Akin, Earl—this an' that ..... TER
Alber, David O.—In the Spotlight ..... ALR
Alber, David O.—Safety First ..... ALR
Alber, David O.—Safety First ..... CIT
Albrecht, Margaret—Complete Guide For The Working Mother ..... DDS
Albrecht, Lu—Your Home ..... GFC
Alden, Alice—Half Tone Fashions .... KFS
Alden, Hoyt—To the King's Taste .... WSS
Aldeson, Court—This Is Sport? ..... SM
Alder, Peter—Editorial Cartoons ..... BM
Alexander, Holmes—Holmes Alexander .. MCN
Allen, Ida Bailey—Let's Eat ..... KFS
Allen, David—Automobiles ..... DHJ
Allen, R. J.—A Problem a Day ..... WLG
Allen, Robert S. and John Goldsmith—Inside Washington ..... PHS
Alpert, Helen—Teen Scene ..... SYN
Alsop, Joseph—Alsop Column ..... LAT
Altenhain, Monica—Thoughs For Food .. CMI
Althouse, Dr. Lawrence W.—The Bible Speaks ..... CPS
Alvarez, Dr. Walter C.—Alvarez Medical Column ..... RTS
Ames, Elinor—Etiquette, Correct Thing CTN
Ames, Ph.D., Louise Bates—Parents Ask ..... PHS
Andelman, S. L., M.D.—For Better Health ..... GFC
Anders, Ronald—Stamp Nook ..... AR
Anders, The—The Scrambler ..... AR
Anderson, Bett—Famous People In Teens CNS
Anderson, Beverly—Bev's Bits & Bites .. HPP
Anderson, Brad—Grandpa's Boy ..... SM
Anderson, Brad and Dorothy Leeming—Marmaduke ..... NNS
Anderson, Carl—Henry ..... KFS-TSS
Anderson, Jack and Drew Pearson—Washington Merry-Go-Round ..... BM
Anderson, Peter J. & Carl H. Kalvelage—Know Your Government ..... CIT
Andrews, Hank—Afield and Afloat ..... AF
Andriola, Alfred—Kerry Drake ..... PHS-MIL-CDN
Andy—Ask Andy ..... CHR
Angwin, Perk—Outdoorsman ..... DIC
Anthony, Noel—Continental Diary ..... NANA-WNS
Appalucci, Joe—The Byrds ..... MIL-WSS
Armour, Tommy—Play Better Golf .... CTN
Arnold, Arnold—Parents and Children .. NNS
Arnold, Henri & Bob Lee—Jumble—That Scrambled Word Game ..... CTN
Arnold, Henri & Bob Lee—Junior Jumble ..... CTN
Arnold, Russ—Nothing But the Truth SM
Arquette, Cliff—Charley Weaver Says ... CF
Arriola, Gus—Gordo ..... UFS
Ascher, Sid—Sid Ascher in New York Entertainment/Theatre ..... ASC
Ashley, Anne—How Can I??? ..... WLG
Atherton, Robert, Cyrus Melikian—Gourmania Guide ..... SPS
Austin, John—Books-of-The-Month ..... HIS
Austin, John—Hollywood Informer .... HIS
Austin, John—Hollywood Feature Service ..... HIS
Austin, John—Music Informer ..... HIS

B

Bach, Mickey—Word-A-Day .. PHS-MIL-CDN
Bacharach, Bert—Now See Hear ... KFS-TSS
Bailey, Rev. A. Purnell—Bread of Life ..... GFC
Bailey, Bruce—How Does It Work ..... CF
Baker, Fran & Joe—Language Ladder VIV
Baker, Fran & Joe—Ten Word Teaser VIV
Baker, Russell—Baker Column ..... NYT
Bald, Ken—Dr. Kildare ..... KFS
Barber, Red—The Old Redhead ..... CF
Barbour, John—Science at Work ..... APN
Barbour, John, Alton Blakeslee, Krank Carey—Science News Features ..... APN
Bard, Jack—Motor ca Museum ..... RUS
Barden, Leonard—Chess ..... MS
Barkham, John—Saturday Review Book Service ..... SAT
Barnes, Barbara, Ed Lehman& You and Your Home ..... RTS
Barnes, Bob—The Better Half ..... RTS
Barnes, Bob—Laffof the Week CSF-MIL-CSP
Barnum, M. H.—Men's Wear, The Score in Clothes ..... CTN
Barrett, Cyrus, Jr.—Cy Barrett Says .. NNS
Barrins, Phyilis C., R. N.—Tell Me, Nurse ..... CIT
Bartlett, Charles—News Focus ..... PHS-MIL-CDN
Barry, Dan—Flash Gordon ..... KFS-RGB-TSS
Barry, Seymour, Lee Falk—Phantom ..... KFS-RGB-TSS
Bartells, Ray—The Word's the Thing ..... OHF
Basch, Buddy—Entertainment Whirl ... BAS
Basch, Buddy—Music Whirl ..... BAS
Easch, Charles J., Jr.—Scramble Steps .. BAS
Batchelor, C. D. & Warren King—Editorial Cartoon ..... CTN
Battelle, Phylis—Assignment: America ..... HHS-KFS-TSS
Bauer, Dr. Wm.—Health For Today ..... CF
Baulch, Jerry T.—Salute ..... APN
Baum, Herman—House Doctor ..... RTS
Beale, Betty—Betty Beale's Washington Letter ..... PHS
Beard, Frank—Golf Series ..... NEA
Beaton, A.—Editorial Cartoon ..... TNS
Beattie, Robert—Olympic Skiing For You ..... NNS
Beck, Joan—You and Your Child ..... CTN
Beck, Marilyn—TV Close Ups ..... BM
Becker, B. Jal—Contract Bridge ..... KFS-CP-TSS
Beckman, R. O.—The Vintage Years ..... CP
Bee, N.—Cartoon ..... JTA
Beeman, Art—Those Were The Days ..... SM
Behrendt, Fritz—Behrendt Editorial Cartoons ..... CDN
Beirne, Francis F.—Mr. Billopp ..... FJM
Benchly, Alex Jane—Selected Short Shorts ..... RA
Bennett, Beverly—Beauty Tips ..... CNS
Bennett—Try and Stop Me ..... KFS
Benson, Dr. George S.—Listen Americans ..... NEP
Benson, George S., Dr.—Looking Ahead NEP
Bentley, Helen—Around the Waterfront ..... FJM
Bergen, Mary Jane..Science ..... EPS
Berkow, Ira, Tommy Thomas, Murray Older man—Sports Stories ..... NEA
Berndt, Walter—Smitty ..... CTN
Bernhardt, Glenn—Living ..... SM
Berrill, Jack—Gil Thorp ..... CTN
Berliner, Louis—Ask Me ..... DE
Bernheimer, Martin—Music Column ... LTWP
Berry, Jim—Berry's World ..... NEA
Bertrand, Solange—Beauty and You ..... LM
Bess, Gordon—Redeye ..... KFS
Binder, Otto S.—Our Space Age ..... BM
Biossat, Bruce; Robert J. Cochnar; Ray Cromley; Dick Kleiner; Leon Dennen; Rosette Hargrove; Gaynor Maddox! Tom A. Cullen; Bill McCormick; Boyd Lewis; Joan Crosby, Roger Doughty—New Dispatches on Topics of Current Interest ..... NEA
Biossat, Bruce, Ray Cromley—Washington Column ..... NEA
Biossat, Bruce—Background Stories ..... NEA
Birmingham, Lloyd—Handy Family .....GFC-CSF-MIL
Birmingham, Lloyd—Helen Homemaker ..... CF
Bishop, Barry—Latin American Column CTN
Bishop, Gerry—Architects Home Designs ..... BM-MIL
Bishop, Jim—Jim Bishop, Reporter KFS-TSS
Bishop, T. Jerome—In Orbit ..... BIS
Bishop, T. Jerome—Matters of Substance BIS
Bishop, T. Jerome—Editor's Associate, .. BIS
Bishop, T. Jerome—Books I Hhave Read BIS
Bishop, T. Jerome—GI Memories ..... BIS
Bishop, T. Jerome—Radio-TV ..... BIS
Bishop, T. Jerome—Religious Series Features ..... BIS
Bishop, T. Jerome—Historical Series Features ..... BIS
Bishop, T. Jerome—Do You Know? .... BIS
Bishop, T. Jerome—A Christian Thinks BIS
Bishop, T. Jerome—Deeds to Admire .... BIS
Bishop, T. Jerome—The Bible Says .... BIS
Bishop, T. Jerome—They Said That It Couldn't Be Done ..... BIS
Bishop, T. Jerome—What Would You Do . . . If . . . ?..... BIS
Bishop, T. Jerome—Auto-Kno ..... BIS
Bishop, T. Jerome—Meditopics ..... BIS
Bishop, T. Jerome—Personal Pointers .. BIS
Bryson, Mary & Cathy Miller—
Bishop, Wally—Muggs & Skeeter ..... KFS-CP-TSS
Bixby and Palof—Techtoons ..... CP
Blake, Bud—Tiger ..... KFS-TSS
Blake, Doris—Blake Heart to Heart Talks ..... CTN
Blakeslee, Alton—Focus on Health .... APN
Blakeslee, Alton—March of Science .... APN
Blakeslee, Alton, John Barbour and Frank Carey—Science Newsfeatures ..... APN
Blinn, Johna—Celebrity Cookbook ..... NE
Block, Al. Ph.D.—Custom Editorials .... BFS
Block, Al—Seems To Me ..... AB
Block, Herbert L.—Herblock Editorial Cartoons ..... PHS
Bohannan, John—You're the Skipper ..... PHS-MIL-CDN
Boland, Rev. Paschal, O.S.B.—Week In Liturgy ..... NCW
Bolle, Frank—Debbie Deere ..... MCN
Bollen, Roger—Animal Crackers ..... NNS
Bollen, Roger—Funny Business ..... NEA
Boltinoff, Henry—Stoker The Broker ..... CF
Bolton, Whitney—Whitney Bolton .... MCN
Bombeck, Erma—At Wit's End ..... NE
Bone, Dr. William, DVM—Veterinary Journal ..... WIL
Bonsavage, Stephanie—Traveler's Clearing House ..... CF
Bonsavage, Stephanie—Traveling The America's ..... CF
Boring, Wayne—Superman ..... MIL
Borgstedt, Douglas—Borgstedt Editorial Cartoons ..... KFS
Born, V. T.—Professor Pi ..... DWL
Bottel, Helen—Helen Help UsGKFS-TSS-RGB
Bottel, Helen—Youth Asked For It .... KFS
Boughner, Howard—Mrs. Bee, The Working Wife ..... AF
Bourpaily, Monte F.—Everyday Editorials ..... GLS
Bowman, Bob—Flashback on Canada .. TSS
Boxell, Ronald—Financial & Economic Column ..... MS
Boyd, L. M.—Checking Up ..... CTN
Boyle, Hal—Boyle's Column ..... APN
Brace, Irving A.—Camera College ..... BRA
Brace, Irvine—Let's Take Pictures .... MIL
Bracken, Peg—Petunia ..... MIL
Bradford, Aurilla—House News ..... ASA
Bradford, Barbar Taylor—Interior Motifs NFS
Bradford, Jack—Hollywood Report .... MCN
Bradley, Marvin; Frank Eddington and Dr. N. P. Dallis—Rex Morgan, M.D. ..... PHS-MIL-CDN
Brandstadt, Wayne, G., M.D.—The Doctor Says ..... NEA
Brandstadt, Wayne G., M.D.—The
Brann, Don—Easl-Bild ..... TSS
Brann, Don—Easl-Bild ..... TSS
Bradley, Van Allen—Gold In Your Attic ..... GFC
Brady, Dr. William—Personal Health Service ..... NNS
Braggiotti, Rama—Hector The Director LED
Brams, Stanley H., Howard Whims—Red Chance ..... CF
Brann, Don—Easl-Bild ..... GFC
Branner, Martin—Winnie Kinkle ..... CTN
Breger, Dave—Mister Breger .. KFS-RGB-TSS
Brenner, Bernard—On The Farm Front.. UPI
Bresciani, Andrea, Robert Raymond, Stuart Butler, Ph.D.—Frontiers of Science.. LAT
Breslin, Jimmy—Jimmy Breslin's New York ..... LOR
Brewster, Catherine—Beauty in the News ..... WNS
Brickman, Morris—Blue Chips ..... MIL
Brickman, Morris—the small society .. WSS
Brickman, Morris—small society, the .. KFS
Brier, Royce—International Affairs..... CHR
Brier, Ph.D. Warren J.—Patches of Brief CIT
Brinkman, Grover—Grover Brinkman Features ..... RA
Broder, David S.—Political Parade.... LTWP
Brooks, Alice; Laura Wheeler—Needlecraft Pattern Features ..... KFS-TSS
Brooks, Dick—The Jackson Twins ..... MCN
Brooks, Dorothea M.—Homes ..... UPI
Brothers, Dr. Joyce—Ask Dr. Brothers.. BM
Brothers, Dr. Joyce—Dr. Joyce Brothers ..... NANA-WNS
Broudhecker, John—Funsters ..... AF
Brown, Bob—Science For You ..... GFC
Brown, Constantine—Constantine Brown ..... MIL
Brown, Dotie and Harry—Dottie Decorates ..... GFC
Brown, Dudley A.—Animal Talk ..... ANI
Brown, Murray—Travel Topics ..... UPI
Brown, Vivian—Household Stories .... APN
Brown, Vivian—Young Moderns..... APN
Brown, Vivian—Beauty ..... APN
Brown, Vivian—Interior Decorating .... APN
Browne, Dik and Mort Walker—Hi and Lois ..... KFS-RGB-TSS
Brownstone, Cecily—Food Stories ..... APN
Brownstone, Cecily—Menus ..... APN
Bruh & Giuffre—Harvey ..... MIL-WSS
Bruh, Len & Jim Whiting—Ad Libs .... GFC
Bryan, Lee, Rube Weiss—Have Fun ... BLA
Points For Parents ..... RTS
Buchwald, Art—Art Buchwald Column LAT
Buchwald, Art—Buchwald Column ..... CDN
Buckley, Jr., William F.—On The Right ..... KFS-MIL-WSS
Buckley, Isabelle—A Child's World ..... MIL-CDN
Budler, Bob—Record Roundup ..... CNS
Buel, Hubert and Lew Little—Press Gremlins ..... LE
Buel, Hubert, Artists, Dr. Frank Miller D.V.M. Author—"The Wonderful World of Animals, The ... CHR
Buescher, Alfred J.—Buescher Cartoons KFS
Buescher, Alfred—Weekly Sunday School Lesson and Bible Strip .. KFS-TSS
Buescher, Alfred and R. H. Ramsey—Weekly Sunday School Lesson and Bible Strip ..... CP
Buffey, Vern—Ask Vern Buffey Hockey Rules ..... TSS
Bullen, Dana, Orr Kelly, Judith Randall, Frank Getlein, Paul Hope—Washington Closeup ..... WSS
Buresch, Joe E.—Dinah Mite .....JEB
Buresch, Joe E.—Fletcher the 4-H'r .. JEB
Burge, Ethel—Keeping Up With The World ..... BUR
Burge, Ethel—What's Your Fashionscope? ..... BUR
Burgess, Thornton W.—Nature Stories ..... MIL-CDN
Burness, Tad—Auto Album ..... RTS
Burnett, James & Geo. Crenshaw—Nubbin ..... KFS-TSS
Burnett, Sue—Sue Burnett Dress Pattern ..... NEA
Burroughs, Ben—Skteches ..... GFC
Burroughs, Edgar Rice—Tarzan ..... UFS
Bushmiller, Ernie—Nancy ..... UFS
Butler, E. A.—Success on The Job ..... CTN
Butler, Stuart, Ph.D., Andrea Bresciana, Robert Raymond—Frontiers of Science ..... LAT
Butler, Ron—Going Places ..... GFC
Butler, Ron & Peter Porges—Traveling Light ..... GFC
Butterworth, Jenny & Pat Tourret—Tiffany Jones ..... PHS

C

Cabot, Anne—Anne Cabot Needlework Patterns ..... NEA
Cady, Ernest—Book Reviews ..... DF
Caen, Herb—It's News To Me ..... CHR
Cain, Charles—Automobile News ..... AP
Callahan, Rosellen—Tips For Trips .... EES
Camp-Kavanaugh-Fletcher—Bringing Up Father ..... KFS
Campbell, Anne—Life Lines ..... MIL
Campbell, Dennis—Dennis Campbell Column ..... CAM
Campbell, Joe—Bonnie ..... CWF
Campbell, Mary—In Record Time .... APN
Campbell, E. Simms—Cuties ... KFS-RGB
Canaday, John—Art Column ..... NYT
Canary, Betty—Betty Canary's Column NEA
Canary, Betty—Women's Page Features NEA
Caniff, Milton—Steve Canyon ..... KFS-PHS-MIL-CDN
Cannel, Ward—Cannel at Ray ..... NEA
Cannon Jimmy—Sports Today .... KFS-TSS
Cnnon, Poppy—Fast Gourmet, The .... GFC
Cantonc, Vic, Benjamin Elkin—Mr. Magic ..... SPS
Capp, Al—Li'l Abner ..... CTN
Carey, Frank, Alton Blakeslee and John Barbour—Science News Features .... APN
Carper, Jean and Senator Warren G. Magnuson—Consumer Protection ..... CF
Carlson, Harriet—Across My Path ..... HC
Cralson, Harriet—Fritchie Saunders Columns ..... HC
Carlson, Harriet—It's Fun In—(The Month Changes Through The Year) ..... HC
Carmody, Kathleen—Arts of Leisure ..... NCW
Carpenter, Leslie—Washington Beat ..... PHF
Carrell, Al—Super Handyman ..... KFS
Carroll, Harrison—Behind the Scenes in Hollywood ..... KFS-TSS
Carroll, Les—Life With the Rimples .. NEA
Carroll, Les—Babe n' Horace ..... NEA
Carroll, Les—Boots ..... NEA
Carroll, Les—The Gooneys ..... NEA
Carter, Lynn—Beauty at Home ... WLG-MS
Carter, Don, Marion Ladewig—Bowling Tips ..... NNS
Cartwright, Charles—Chuch Chuckles ..... SM-CAR
Casper, Bill—Bill Casper Says ..... NNS
Cassels, Louis—Religion ..... UPI
Cassini, Oleg—Oleg Cassini Says ..... CF
Cathcart, Henry—Inside Washington ..... KFS-TSS
Cavalli, Dick—Your Sew Right ..... SPS
Cavanaugh, Dale—Your Sew Right .... SPS
Ceean—Astro-Guide ..... PHS-MIL
Cerf, Bennett—Try and Stop Me .. KFS-CP

Chamberlain, John—These Days ... KFS-TSS
Chambers, Robert W.—Robert W. Chambers ... MIL
Champlin, Charles—Motion Picture Column ... LTWP
Chapman, John—New York Theatre Letter ... CTN
Chapman, John—Drama Review ... CTN
Chilton, J. E.—Coin Corner ... TNS
Chesire, Maxin—VIP ... LTWP
Childs, Marquis—Washington Calling ... UFS
Christensen, Max—Turning Point ... CS
Chumy & Zoltan Forrai—Humor Without Words ... VAZ
Church, Ruth Ellen—Wine Column ... CTN
Churchill, Reba and Bonnie—Youth Parade ... NNS
Clark, Doris—Dear Doris ... TNS
Clark, Frank—Country Parson ... SM
Clark, Frank—The Country Parson ... RTS
Clark, George—Neighbors ... CTN
Clause, Frank—Tenpins Tips ... GFC
Clift, John—City Editor's Tip Service GFC
Coan, N. E.—Small Fry Diary ... COA
Coates, Paul—Coates Column ... LTWP
Cobb, Hubbard—Fix It Yourself ... MIL-WSS
Cochnar, Bob—Clothesmanship ... DNB
Cochnar, Robert—Fashion Now, Men's Fashion ... NEA
Cochnar, Robert—Background Stories .. NEA
Cochnar, Robert—News Dispatches On Topics of Current Interest ... NEA
Cochnar, Bob—Wheeling It ... NEA
Cochran, Negley, Walt Wetterberg—Out Our Way ... NEA
Coe, Richard L.—Drama ... LTWP
Coffin, Harold—The Needle ... APN
Coffman, Ramon—Uncle Ray's Column ... PHS-MIL-CDN
Cohn, Bob & Tom Shepard—Hystoria .. AD
Cole, Dr. Conner G.—Rx For Sick Marriages ... CF
Coleman, J. C.—Religious (Church) Service ... CA
Coleman, Lester—Speaking of Your Health ... RGB-CP-KFS
Collins, Kreigh—Kevin The Bold ... NEA
Collins, Thomas—Golden Years ... GFC-MIL
Collins, Thomas—Today's Chuckle ... GFC
Colvin, Melvin—Colvin's Commentary ... CF
Coltin, Wendell—It's Your Money ... GFC
Condon, Dave—In the Wake of the News ... CTN
Conners, Dorsey—Dorsey Conners (Hi! I'm Dorsey Conners) PHS-CWF-MIL
Connolly, Dr. Sabina—What Do You Know ... KFS-RGB-TSS
Conrad, Paul—Conrad Cartoons ... RTS
Considine, Bob—On the Line HHS-KFS-TSS
Constella—Horoscope ... CTN
Conwell, John—Mirror Of Your Mind .. KFS
Cooke, Tom, Phil Evans—Drift Marlo .. COO
Corcoran, Paul, Jack Murphy—Space Age Report ... CNS
Corcoran, Paul—Oceanography ... CNS
Cordray, Robert—Smidgens ... NNS
Corey, Ben—Let's Make ... HAR
Corey, Ben—Minute Mechanic ... HAR
Corey, Ben—Teen Scene ... HAR
Cork—Cork Cartoons ... BPS
Corky—Corky Editorial Cartoon ... LAT
Corley, Bill—Alphamatics Puzzle ... DF
Cornelius, Morgensen—Moco ... LAT
Corradeno, Philomena—Kitchen Talk.... PHI
Corradeno, Philomena—Today's Recipe.. PHI
Cornell, George—Religion Today ... APN
Corrick, Frank—What about Retirement ... CNS
Cox, Claire—Religion ... CNS
Courtson, Al—Sonny South ... SM
Cowran, Clay—TV-Radio Reviews ... CTN
Craig, Eugene—Forever Female ... DF
Craig, Eugene—A Round A Day ... DF
Craig, Eugene & Doc Goodwin—Editorial Cartoons ... DF
Cramer, Polly—Polly's Pointers ... NEA
Cramer, Polly—Pointers and Patterns.. NEA
Cramer, Polly—Women's Page Feature ... NEA
Crandall, Opal—New Products ... CNS
Crane, Dr. George W.—Test Your Horse Sense ... CTN
Crane, Dr. George W.—The Worry Clinic ... HPS
Crane, Dr. George W.—The Worry Clinic ... MCN
Crane, Roy—Buz Sawyer ... KFS-TSS
Cranford, Dr. Clarence W.—International Bible Lesson ... NCR
Crawford, Bill—Editorial Cartoon ... NEA
Creed, George—It's Your Landscape ... PHS-MIL-CDN
Creek, Will O., Jr.,—Will's Weekend Almanac ... WIL
Crenshaw, Geo. & James Burnett—Nubbin ... KFS-TSS
Crispo, Dorothy—Tell Me, Dorothy ... DOR
Criswell, J. K.—Criswell Predicts ... CRP
Crockett, Gib—Editorial Cartoons ... WSS
Cromley, Ray—News Dispatches on Topics ... NEA
Cromley, Ray—Background Stories ... NEA
Cromley, Ray; Bruce Biossat—Washington Column ... NEA
Crook, William G., M.D.—Child Care .. GFC
Crosby, Alex—Riff McTic ... EBS
Crosby, Joan—News Dispatches on Topics of Current Interest ... NE
Crosby, Joan, Dick Kleiner—Entertainment Features ... NEA
Crosby, Joan—TV Notebook ... NEA
Crosby, Joan—It's a Funny World ... NEA
Crossley, Jim—For the Fun of It ... NEA
Crowe, H., D., Fisher—Fisher-Crowe Report ... TNS
Crowther, Bosley—Movie Column ... NYT
Crump, Joe—The "Low Down" From the Congressional Record ... CRU
Cruse, Heloise—Hints From Heloise ... KFS-TSS-RGB
Cullen, Tom A.—Background Stories ... NEA
Cummings, Giles, Frieil & Jak—Political Cartoons ... MS
Cunniff, John—Today's Business Mirror .. AP
Curzon, Matt—Coloring College ... CTN
Cybulski, Tom—Who Is Who? ... DF

D

Dahl, Arlene—Let's Be Beautiful ... CTN
Dale, Fred—Gardening Column ... TSS
Daley, Arthur, Robert Lipsyte—Sports Column ... NYT
Daley, Adeline—Coffee Break ... CHR
Dallis, Dr. N. P. and Harold Le Doux—Judge Parker ... PHS-MIL-CDN
Dailis, Dr. N. P.; Marvin Bradley and Frank Edgington—Rex Morgan, M.D. ... PHS-MIL-CDN
Dalrymple, Kate—Fashioned in London MS
Daly, Sheila—Advice to Teen-Agers ... CTN
Daly, John J., Jr.—Backdrop, The .. NCW
Dalzell, J. Ralph—Do It Yourself ... DAK
Dana, Bob—Dining with Dana ... NEW
Dana, Margaret—Before You Buy ... UFS
Dana, Margaret—Consumers Question Box ... UFS
Dariaux, Genevieve—The men in Your Life ... DDS
Darvas, Lou and Bob Sudyk—Pro-Files .. KFS
Daugherty, George—Jest a Minute ... CTN
Davies, Stan—Outdoors ... TSS
Daniels, Herb—Modern Almanac, The ... CTN
D'Arcy, Jeanne—Beauty Box .. KFS-RGB-TSS
Davies, Stan—Boating ... TSS
Davies, Stan—Boating ... NNS
Davis, Martha—Indoor Gardening ... CNS
Davis, Pat—Teen Manners ... CNS
Davis, Pat—Youth and its Fling ... CNS
Davis, Rooney W.—"The 52 Club" ... QAS
Day, Frank—Natural Skiing ... NNS
Dear, Mrs. Cyrene, David R. Dear—Editorials Anonymous ... DPR
deSantis, Florence—Fashion League ... BM-MIL
de la Torre, William—Little Pedro ... LAT
Delaplane, Stan—Around The World With Delaplane ... CHR
Delaplane, Stan—"Postcard" ... SHR
Delight, Susan—Cooking Corner ... CNS
Dellale, Dina—Beauty Hints ... EPS
Dellale, Dina—Record Review ... EPS
Dellale, Dina—Fashion Features ... EPS
De Ciccio, Alfred—You Can Do It ... CTN
De Crane, Ray—Income Tax ... NEA
De Marks, Russ—Speed Douglas ... RUS
De Marks, Russ—Speed's Safety Slants .. RUS
De Moch—Weekly Grain Review ... AP
Del-Witt, Frank—A Bout With Stamps! .. HT
Del-Witt, Frank—Hobby Hoarse Tales! .. HT
Del-Witt, Frank—Putting My Knows to the Grindstone ... HT
Del-Witt, Frank—Short Stories! ... HT
Demos, Stanley—Continental Cookery .. DEM
Demson, Edward—The Legal Way ... CNS
Denhoff, Alice—Denhoff Food Articles ... KFS-TSS
Dennen, Leon—Global View, The ... NEA
Denner, Leon—Background Stories ... NEA
Dennen, Leon—News Dispatches on Topics of Current Interest ... NEA
de Toledano, Ralph—In Washington ... KFS-TSS
de Sarro, Rod—Panel Parcel—Today's Laugh ... CTN
de Sarro, Rodney—Count-Down! ... COM
Desfor, Irving—Camera News ... APN
Detien, Gustav, Jr.—Philatelic News ... DET
Detjen, Gustav, Jr.—The World of Stamps ... DET
Dick, Cappy—Cappy Dick ... PHS-MIL-CDN
Dick, Cappy—Young Hobby Club ... PHS-MIL-CDN
Dick, Howard—Hollywood Highlights .. CMI
Dickens, R.—The Avengers ... BPS
Dickenson, Fred and John Prentice—Rip Kirby ... KFS-RGB-TSS
Diller, Phylis—Phylis Diller's Marriage Manuel ... DDS
Dirks, John—The Captain and The Kids UFS
Disney, Walt—Donald Duck ... KFS-TSS
Disney, Walt—Mickey Mouse ... KFS-TSS
Disney, Walt—Uncle Remus ... KFS-TSS
Disney, Walt—Scamp ... KFS-TSS
Disney, Walt—Disney Treasury of Classic Tales ... KFS-TSS
Disney, Walt—True Life Adventures ... KFS-TSS
Ditzen, Walt—Fan Fare PHS-CWF-MIL-CDN
Dixon, Jeane—Jeane Dixon Horoscope .. NE
Doan, Richard K.—The TV Front ... CDN
Dodd, Ed—Mark Trail ... PHS
Dodd, Ed—Mark Trail's Outdoor Tips .. PHS
Dodge, Fred—Fabric Doctor ... MM
Dodge, Fred—60 Second Sermons ... MM
Dojack, Paul—Ask Paul Dojack Football Canadian Rules ... TSS
Dolbier, Maurice—Books and Things ... CDN
Donahey, William—Teenie Weenies ... CTN
Donen, Harry S.—Business With Pleasure ... DHS
Donen, Harry S.—From Where I Sit .. DHS
Donen, Harry S.—Inside Humor ... DHS
Donen, Harry S.—Sports Before Your Eyes ... DHS
Donovan, Bob—Biddie and Bert ... ATF
Doran, James T. & William M.—This Generation ... CTN
Dorr, Tom—Candy ... CSP-MIL
Doughty, Roger—Background Stories .. NEA
Doughty, Roger—News Dispatches on Topics of Current Interest ... NEA
Douglas, Colin—Weekly Meditation.WLG-MS
Douglas, Don—Brain Twisters ... WLG-MS
Douglas, Don—Figurits ... WLG-MS
Douglass, Dr. Earl L.—Strength For Today ... CF
Douglass, Dr. Earl L.—Sunday School Lesson ... CF
Dowling, Dan—Dowling Editorial Cartoon ... PHS-MIL-CDN
Downs, Hugh—A Shoal of Stars ... DDS
Doyle, William A.—Mutual Funds ... UFS
Doyle, William A.—The Daily Investor ... UFS
Drake, Frances—Individual Horoscope ... KFS-RGB
Drake, Stan—The Heart of Juliet Jones ... KFS-TSS
Draper, Dorothy—Ask Dorothy Draper .. AD
Drew & McDayter—Giants, The ... TNS
Drogin, Marc—Drogin's Humor ... TSS
Drogin, Marc—Book Reviews ... TSS
du Bois, Ursula—Let's Knit ... UB-AD
Drummond, Roscoe—Drummond Column ... PHS-MIL-CDN
DuBrow, Rick—Television in Review .. UPI
Dugan, John L.—Where in The World . . . ? ... UFS
Dunbar, Harriet—Watch Your P's & Q's DUN
Dulaney, Ele & Walt—Teenage Date-Line ... BM
Dunkel, Dick—Dick Dunkel's College Football Index ... DSR
Dunkel, Dick—Dick Dunkel's College Basketball Index ... DSR
Dunkel, Dick—Dunkel Sports Rating Service ... BM-MIL
Dunkel, Jr., Bob C Dick—Pro Power Index ... BM
Dunckelmann, Ed—Motor Racing ... INF
Dunn, Mary & Helen Robertson—Thrifty Nifty ... GFC
Dunn, Bob & Hy Eisman—Little Iodine KFS
Dunn, Bob & Al Scadulo—They'll Do It Every Time ... KFS
Dunnell, Milt—Milt Dunnell Sports Column ... TSS
Durslag, Melvin—Durslag Sports Column ... KFS-TSS
Duvall, Evelyn and Sylvanus—Let's Explore Your Mind ... NNS

E

Eaker, Gen. Ira—Military Affairs ... GFC
Eastman, Dave—Carmichael ... LAT
Edington, Frank; Marvin Bradley, and Dr. N. P. Dallis—Rex Morgan, M.D. ... PHS-MIL-CMF-CDN
Edman, Lou—Lou Edman Describes .. EDM
Edwards, Willard—Capitol Views ... CTN
Edwina—Alec The Great ... MIL-WSS
Edwina—Tippie& Cap Stubbs ... MIL
Egerton, Kearney—Biff Buff ... LAT
Ensman, Hy & Bob Dunn—Little Iodine KFS
Eldred, Myrtle Meyer—Your Baby and Mine ... RTS
Elkin, Benjamin, Vic Cantone—Mr. Magic ... SPS
Ellingson, Steve—U-Bild-It ... UB-MS
Ellingson, Steve—U-Bild Enterprises ... DF
Ellingson, Steve—U-Bild Patterns ... AD
Elrod, Jack—Ryatts The ... PHS
Elrod, Jack—Winky Ryatt ... PHS
Eiston, Esther & David—Serving Seniors ... WIL
Elvin, Ella and Alice Peterson—Food... CTN
Elvin, Ella and Alice Peterson—Menus.. CTN
English, Sandal & Pritch—Food Is Fascinating ... ENG
Ericson, Dick—Citizen Sibley ... SM
Ericson, Dick—Trixie the Trader ... SM
Ernst, Ken and Allen Saunders—Mary Worth ... PHS-MIL-CDN
Erwin, Clarice—Who Am I? ... AR
Esar, Evan—Comic Dictionary ... BTS
Estes, Hiawatha—We Like This Plan Because ... NPB
Estol, Horacio—Luces de Broadway ... PPN
Estol, Horacio—Vinctas Norte Americas PPN
Evans, Bryant—Science News ... CNS
Evans, Phil, Tom Cooke—Drift Marlo .. COO
Evans, Rowland & Robert D. Novak—Inside Report ... PHS-MIL-CDN
Evans, Ruth—Ruth's Recipies ... WLG

F

Fairfax, Beatrice—Beatrice Fairfax ... RGB-TSS
Fairfield, Flash—Show Bix—color cartoon ... NEA
Falk, Lee and Fred Fredericks—Mandrake the Magician ... KFS-RGB-TSS
Falk, Lee and Seymour Barry—Phantom ... KFS-RGB-TSS
Falkner, Dr. Frank—Child Health ... NE
Familius, Medicus—The Weather and You LAT
Farmer, Eunice—Sew Simple ... RTS
Farrar, Margaret—Daily Crossword ... GFC
Fawcette, Gene—New ... PHS
Fawcette, Gene; Athelstan Spilhaus—Our New Age ... PHS
Feather, Leonard—Jazz Column ... LTWP
Feeley, Mary—Live Within Your Income APN
Feiffer, Jules—Feiffer ... PHS
Feinberg, Samuel—From Where I Sit.... FA
Fenmore, George—Theatre By George... CIT
Fennessy, Tom—Science In Focus ... DF
Fertig, Lawrence—Lawrence Fertig ... CF
Fett, George—Sniffy ... BM-MIL
Ficklen, Herc—Key-peek ... LED
Ficklen, Herc—Lonely Heart ... AVA
Ficklen, Herc—Out of Orbit ... AVA
Ficklen, Herc—Weekly Political Cartoon for State of Texas only ... AVA
Fiebig, Jim—Mark My Words ... GFC
Fields, Sidney—Only Human ... CTN
Fine, Dr. Benjamin—Spotlight on Education ... NANA-WNS
Fine, Dr. Benjamin—Your Education Forum ... NANA-WNS
Fie, Dr. Benjamin—How To Get Money For College ... BM-MIL
Finley, Art—Art's Gallery ... CHR
Fischer, Jo—From Nine to Five ... PHS-MIL-CDN
Fischetti, John—Fischetti Cartoons ... PHS-MIL-CDN
Fisher, D., H. Crowe—Fisher-Crowe Report ... TNS
Fisher, Ham—Joe Palooka ... MCN
Fitch, Jack—Astro-Scram ... LED
Fix, Mr.—Do-It-Yourself ... NEA
Flanders, Charles and Paul Newman—Lone Ranger ... KFS
Flessel, Creig—David Crane ... PHS-CWF
Fletcher, Vivian—Conservation .. WOR-WPS
Fletcher, Kavanagh, Camp—Bringing Up Father ... KFS-TSS-RGB
Flint, Prof. J. D.—Brain Twizzlers, The NNS
Flowers, Don—Glamor Girls ... RGB
Foley, Alan—Air Hawk ... BPS
Folger, Franklin—The Girls ..PHS-MIL-CDN
Fonda Douw H.—AP Biographical advance obituary service ... AP
Formals, Henry—Freckles and His Friends ... NEA
Forrai, Zoltan and Chumy—Humor Without Words ... VAZ
Foster, Hal—Prince Valiant ... KFS-TSS
Fowler, Lavina Ross—The Bible, Can You Quote It? ... NNS
Fowler, Lavina Ross—Weekend Bible Quiz ... NNS
Fox, Gill—Side Glances ... NEA
Fox, Roy—Aggie ... CTN
Fox, Roy L.—Then—Now ... CTN
Fox, Rabbi Samuel—Jewish Quiz Box .. JTA
France, Harry C.—Investors' Forum .. GFC
Frances, Evan—Design For Living ... CF
Frank, Bailey R.—The Skies Today ... FRA
Fredericks, Fred and Lee Falk—Mandrake The Magician ... KFS
Freedman, Max—In Perspective ... CDN
Freeman, Donald—Point of View ... CNS
Frey, Richard and Howard Schenken—Wining Contract L. ... BM-MI
Freyse, William—Our Boarding House ... NEA
Fried, Ida—Features ... EPS
Fried, Ida—Home ... EPS
Fried, Ida—New Products ... EPS
Friedman, Milton—Capital Spotlight .. JTA
Friell, Cummings, Giles & Jak—Political Cartoons ... MS
Fritchie, Pete—Comment On Spots ... EC
Fritchey, Clayton—State of Affairs ... NE
Frye, William R.—The World in Focus .. FRY
Frye, William R.—The U.S. Today ... FRY
Frye, William R.—Diplomatic Pouch .. FRY
Fullerton, D.H.—How To Invest Wisely TSS

G

Gagen, Helen—Three Meals a Day ... TNS
Gallagher, John—P. J. Abominable ... UFS
Gallup, Dr. George H.—Public Opinion News Service (Gallup Poll) PHS-MIL-CDN
Galton, Lawrence—More For Your Money ... MIL-WSS
Gardner, David C.—It Seems To Me ... GA
Gardner, Hy—Hy Gardner Calling ... PHS-MIL-CDN
Gately, George—Hapless Harry ... CTN
Gately, George—Hippy ... CTN
Gates, Art—Quickies ... GF
Gates, Art—Short Short Stories ... GF
Gates, Art—Jennifer ... GF
Gauerke, Mary—Innocence Abroad ... WSS
Gauerke, Mary—The Gulivers ... WSS

FEATURES BY AUTHORS

Gauguin, Lorraine—Here's Hollywood ... CIT
Gaver, Jack—Broadway ... UPI
Gaver, Jack—TV-Radio ... UPI
Gayn, Mark—Red World, The ... TSS
Gayn, Mark—Asian Reports ... TSS
Gelman, Bernard—Off The Beaten Track GEL
Genauer, Emily—Art Column ... MIL-CDN
Genauer, Emily—On the Arts ... NE
George, Roger—Sound Off ... MCN
Gerard, Dave—Citizen Smith ... RTS
Germano, Eddie—Sportcaster ... CF
Gershon, Art—Travel Talk ... CMI
Gershon, Arthur—United Nations News .. CMI
Getlein, Frank; Dana Bullen; Orr Kelly; Judith Randall; Paul Hope—Washington Closeup ... MIL-WS
Getterman—Ginger ... UFS
Gibson, Mildred—Beauty In Orbit ... NNS
Gilbert, Nancy—What Young People Think ... PN
Gilbert, Nancy—Top Records of Week ... PN
Gilbert, Paul H.—Daffynitions ... GFC
Giles, Prof. Carl H.—Carl H. Giles Features ... RA
Giles & Lancaster—Political Cartoons ... RTS
Giles, Cummings, Friell & Jak—Political Cartoons ... MS
Giuffre & Bruth—Harvey ... MIL-WSS
Glaser, Lynne—Cooking for Couples ... CNS
Glaser, Vera—Washington ... WNS
Glazer, Barney—Barney Glazer In Hollywood ... TCN
Glazer, Barney—Hi Fi Equipment ... TCN
Glazer, Barney—Records and Tapes ... TCN
Glazer, Earney—Las Vegas Limelight .. TCN
Gleason, Norma—Know-It-All, by Cecelia ... GLE
Gleason, Norma—Point of View ... GLE
Gleason, Ralph J.—Rhythm Section ... CHR
Glover, William—Theatre ... APN
Golden, Harry—Only In America ... BM-MIL
Goldberg, Sid—Footlights of Broadway ... NANA-MIL-WNS
Goldberg, Hyman—Our Man In The Kitchen ... RTS
Goldsmith, John and Robert S. Allen—Inside Washington ... PHS
Good, Bud—The Record Rack ... CMI
Goodman, Dr. David—What's Best For Your Child ... BM-MIL
Goodwin, Archie, Al Williamson—Secret Agent Corrigan ... KFS
Goodwin, Doc & Eugene Craig—Editorial Cartoons ... DF
Goodwin, Doc—Phillip's Flock ... DF
Gordon, A. C.—Crossword Puzzle .. WLG-MS
Gordon, A. C.—Fortune Teller ... WLG
Gordon A. C.—Look and Learn ... WLG-MS
Gordon, A. C.—Solve-A-Crime ... WLG-MS
Gordon A. C.—Terse-Verse ... WLG-MS
Gordon, W. L.—Lesson in English .. WLG-MS
Gordon, W. L.—Read and Remember WLG-MS
Gore, Larry—Larry Gore's Thing ... NE
Goren, Charles—Bridge ... CTN
Goss, Mary, Frank Remlie—Tom Trick ... NEA-DNB
Gottfried, Martin—Theatre ... FA
Gould, Chester—Dick Tracy ... CTN
Gould, Jack—Television Column ... NYT
Gould, Maurice M.—Coin Roundup ... GFC
Graham, Alex—Fred Basset ... PHS
Graham, Billy—My Answer ... CTN
Graham, Frank—Keeping Posted ... CNS
Graham, Sheilah—Hollywood Everywhere ... NANA-WNS
Graham, Sheilah—Hollywood Everywhere ... BM-MIL
Grandenetti and Herron—Rip Tide ... CF
Grandy, Edwin T.—"Quote" & Unquote GBR
Grant, Lou—Grant Editorial Cartoon .. LAT
Grant, Lou—Small World ... AD
Graves, Paul T.—Gourmet Cooking ... SUN
Gray, M. Harrison—Standard Bridge .. MS
Green, C.—Messieurs Chateau & Briand SPS
Green, Arthur S.—Spotlight on Education GRE
Green, Jan—Hey, Swingy ... GFC
Green, T. R.—Fun and Games ... BPS
Greer, Philip—Stock Exchanges ... LTWP
Greer, Philip—The Stock Market ... LTWP
Greenwood, Nat—Belvedere ... AD
Gregory, Dick—Dick Gregory ... ALL
Gross, Ben—TV-Radio What's on? ... CTN
Gross, Milton—Sports Column ... NANA
Gross, Milton L.—The Social Critic ... NFS
Grove, Noel—Background Stories ... NEA
Grove, Noel—Washington Notebook ... NEA
Grubert, Carl—The Berrys .. MIL-CWF-CDN
Grudel, Greta—A World of Style ... GFC
Grunewald, George—In The News ... CF
Guerin, Polly—Fashion World ... MAU
Guest, Edgar A.—Poetry ... MIL-WSS
Guitar, Mary Anne—The Young Marriage ... DDS

H

Haber, Joyce—Contemporary Trends .. LTWP
Haber, Joyce—Joyce Haber Column ... LAT
Haenigsen, Harry—Penny PHS-CWP-MIL-CDN
Hagen, John Milton—I Am in Iambics GBR
Hagen, John Milton—The Shrewd Nude & Other Light Verse ... GBA
Hale, Helen—Family Pot Luck ... CSF-MIL
Hale, Meg—Past Sixty ... HAL
Haliff, Raul—Mensaje Cosmo (Horoscope) PPN
Hall, A. Neely—Craft Patterns ... CRA
Hall, Gerry—Travel ... TS
Hall-Otterburn, William—The World of Stars ... CHR
Hall, Wilton E.—Quiz Hall ... HPS
Halliday, Dean—Gardengraphs ... KFS
Hamilton, Anita—Beauty Secrets of Stars ... HLW
Hamilton, Raulhac—Federal Corner ... DF
Hamlin, Paul—What Next Fashion Interviews ... SPS
Hamlin, V. T.—Alley Oop ... NEA
Hamm, Jack—Religious Drawing ... SM
Hammond, Dorothy—Antique Wise ... CF
Hample, Stuart—Children's Letters to God ... KFS
Hanan, Harry—Louie ... CTN-MIL
Hancock, Malcolm—Humphrey Hush ... MIL
Hancock, Mal—Patrick ... MIL-WSS
Hancock, Mal—The Fantastic Foster Fenwick by Mal Hancock ... WSS
Hanna Barbera Productions—Yogi Bear ... MCN
Hanna, Barbera Productions—The Flintstones ... MCN
Hansen, Pete—Lolly ... CTN
Haratine, Richard R.—Dateline: Harrisburg ... WDS
Hargrove, Rosette and Helen Hennessy—Fashion Stories ... NEA
Hargrove, Rosette—Background Stories ... NEA
Hargrove, Rosette—News Dispatches on Topics of Current Interest ... NEA
Hargrove, Rosette—Paris Fashion Stories ... NEA
Hargrove, Rosette—Women's Page Features ... NEA
Harper, Dr. Howard V.—Days and Customs of All Faiths ... GFC
Harper, Rev. Robert—Sunday's Sermon ... CSF-MIL
Harris, Ed—Down on The Farm ... FOR
Harris, Louis—Harris Survey ... LAT
Harris, Sydney J.—Strictly Personal ... PHS-MIL-CDN
Hart, Johnny—B.C. ... PHS-MIL-CDN
Hart, Johnny & Brant Parker—Wizard of Id ... PHS-MIL
Hart, Juanita—Points on Pets ... CNS
Hartwig, Barbara—Home Decorating .. CNS
Harvey, Earle & J. M.—Speaking of the Law ... ACC
Harvey, Paul—Paul Harvey News ... GFC
Hasen, Irwin—Dondi ... CTN
Hathaway, Sid—Looking Around ... SM
Haworth, Mary—Mary Haworth's Mail ... KFS-TSS
Haynie, Hugh—Haynie Editorial Cartoon ... LAT
Hazlett, John—Edward S. Thomas—Naturebug ... DF
Hazlitt, Henry—Henry Hazlitt Column ... LAT
Head, Edith—Headlines ... HE
Hedlund, Frank & James Ponter—My Word! ... RTS
Heffernan, Harold—On Hollywood ... BM-NANA-WNS
Heimer, Mel—My New York ... KFS-CP
Helle, Ray—The Flibbertys ... CTN
Henderson, Skitch—Music Beat ... GFC
Henderson, Tom—Panel Parcel-Today's Laugh ... CTN
Hendrick, Charles E.—Test Your Driving I.QQ. ... HIG
Henley, Arthur—Make Up Your Mind .. CTN
Hennessy, Helen—Women's Page Features ... NEA
Hennessy, Helen; Rosette Hargrove—Fashion Stories ... NEA
Hennessy, Helen—Report on the World of Women ... NEA
Henrikson, Arthur A.—Weekly Political cartoon for State of Illinois only ... HEN
Henry, Bill—By The Way ... LTWP
Henry, Will—Ching Chow ... CTN
Hergesell, Lillian—Cook's Corner ... DF
Herron and Grandenetti—Rip Tide ... CF
Herron and Norstrand—Mat Masterson ... CF
Herschensohn, M.D., H. L.—Medical Memos ... LAT
Hess, Erwin. L.—The Good Old Days ... UFS
Hess, Erwin. L.—Good Old Days & Antique Fair ... UFS
Hesse, Don—Editorial Cartoons ... MCN
Higgins, Msgr. George C.—The Yardstick ... NCW
Hightower, Paul—Senior Forum ... GFC
Hinderer & Leitner—Closeups ... ALL
Hines, P. T.—Fortune Finder ... RGB
Hines, William—Washington Science Report ... PHS
Hitchcock, Henrietta—Cats and Their Care ... CF
Hite, Ray—Auto Facts and Features .. ECS
Hite, Ray—Let's Talk About Your Car .. ECS
Hix, Elsie—Strange As It Seems ... UFS
Hodgson, Mike—With Sgt. Mike ... PHS
Hoest, William P.—Lockhorns, The ... KFS
Hoff, Syd—Laugh It Off ... KFS-TSS
Hoffer, Eric—Reflections ... LED
Hoffman, Peter—Jeff Cobb ... GFC
Hoffman, Pete and Bob Morgan—Why We Say ... GFC
Hogan, William—Book Reviews ... CHR
Holber, Hans—Broadway Beat ... EPS
Holland, Daniel; Joseph Parrish—Editorial Cartoons ... CTN
Holley, Lee—Ponytail ... KFS-TSS-RGB
Hollreiser, Lenny—Looking Back In Sports ... CTN
Hollreiser, Lenny—This Day in Sports .. CTN
Holm, John—Woody's World ... NNS
Holman, Bill—Nuts & Jolts ... CTN
Holman, Bill—Smokey Stover ... CTN
Holman, Bill—Spooky ... CTN
Holmes, Lois—Lois Holmes Knitting Patterns ... LAT
Holzer, H. W.—Motion Pictures ... EPS
Hoover, Kerwin—Grass Roots Clippings HTF
Hoover, Robert—Golden Age ... DF
Hope, Paul; Dana Bullen; Orr Kelly; Judith Randall; Frank Getlein; Paul Hope—Washington Closeup ... WSS
Hoppe, Art—Onr Man Hoppe ... CHR
Horowitz, David—Films, Music, Theatre WUP
Horowitz, David—Behind The Scenes At The United Nations ... WUP
Horowitz, David—Round Up of World News ... WUP
Hostler, Dr. Phyllis—Do's and Don'ts for Mothers ... CF
Howard, Charles P. Sr.—U.N. Features HNS
Howe, Pete—Here's How ... RGB
Howe, Gordie—Hockey Hints ... TSS
Howell, Chauncey—Art, et cetera ... FA
Hoyt, Waite—According to Hoyt ... ATH
Hubbard, Louise—Little Journeys to Great Homes ... HN
Hubbard, Normand—Editorial Cartoons .. SOP
Hubbard, Louise—Mother Hubbard's Cupboard ... HN
Hubbard, Walter W.—Minia Tours ... HN
Hudon, Normand—Editorial Cartoons ... SOP
Hughes, Alice—Woman's New York ... TSS
Hughes, Darrell—Books Assayed ... VIV
Hughes, Lillian—Washington Notes ... EC
Hughes, Lillian—Who Knows? The Answers ... EC
Hughes, Lillian—The World Of Entertainment ... EC
Hugo, Ric—Soliloquy ... PHS
Hull, Bobby—Bobby Hull's World of Hockey ... TSS
Hulse, Jerry—Travel Column ... LTWP
Hulse, Dr. E. Duane—Altar Stairs ... HPS
Hume, Paul—Music ... LTWP
Humphrey, Hal—Shows To Watch (Television) ... LAT
Humphrey, Hal—Viewing TV ... LAT
Humphrey, Sylvia Windle—Chef, The ... BM-MIL
Hunter, Graham—Jolly Jingles ... TIN
Hunter, J. A. H.—Fun With Figures ... TNS
Hunter, J. A. H.—Fun With Figures ... LAT
Hunter, Lois—Housewife Helps ... WHE
Hunter, Lois and Jim—The Family Purse ... GFC
Hurd, Jud—Ticker Toons ... UFS
Hutchins, Ed—Outdoor Report ... DF
Hutchins, Dr. Robert Maynard—What Kind of World? ... LAT
Hyman, Dick—Daffy Divorces ... HYM
Hyman, Dick—Freak Squeaks ... HYM
Hyman, Dick—Nonsense (Name Of State) ... HYM
Hyman, Dick—It's The Law ... HYM
Hyacinth & Merri—Hy Fashion ... KFS
Hyer, Julien C.—The Shepherd ... CF

I

Iger, Jerry—Bobby ... PF
Iger, S. M.—Pee Wee ... PF
Illman—Vogue Fashion ... CTN
Imhof, Fred—Sports Expert ... RTS
Inigo—Lola ... PPN
Interlandi, Frank—Below Olympus ... LAT
Interlandi, Phil—Queenie ... KFS
Irving, Jay—Pottsy ... CTN
Irwin, Clarice—Bits of America ... AR
Isabel—Here's Mom ... CTN
Ishmael, Woodi—The Power of Faith .. APN

J

Jacoby, Oswald and Jim—Bridge Column ... NEA
Jacoby, Oswald and Jim—Win at Bridge ... NEA
Jaffee, Allan—Tall Tales ... CDN
Jak, Cummings, Giles, Friell—Political Cartoons ... MS
James, Lee—Sport Scene ... JL
James, Lee—Adventure Postpaid ... JL
James, Lee—Labor On Stamps ... JL
James, Tommy—Tommy James Ad Lib .. VIV
Jamieson, Jack—Your Antiques ... TSS
Janeway, Eliot—Janeway's Columns ... CTN
Janeway, Eliot—Ask Janeway ... CTN
Jay, Tee—Thinga-majiggers ... VIV
Jeanne and Mary—Sneakers ... KFS
Jenkins, Dorothy H.—Antiques ... DHJ
Jenkins, Dorothy H.—Gardens ... DHJ
Jermyn, Ann; George Adams—Home ... DHJ
Joachim, Cathy—Panel Parcel Today's Laugh ... CTN
Johns, Walter L.—Sports Sputterings .. KFS
Johnson, Ferd—Kitty Higgins ... CTN
Johnson, Ferd—Moon Mullins ... CTN
Johnson, Peter W.—Recordings ... LTWP
Jolita—Little Eve ... GFC
Jones, Joe—Bright Ideas ... APN
Jones, Carroll H.—Test Your English ... RTS
Jones, Dr. Eve—Parent's World ... BON
Jones, Harry and Fred Reinert—Baseball's Immortal Madcaps ... AF
Jones, Irwin & Martha—Gardening ... DF
Jones, Jenkin Lloyd—An Editor's Outlook ... GFC
Jones, Paul and Dan Oakley—Editorials ... NEA
Jones, Ralston and Frank Ridgeway—Mr. Abernathy ... KFS-TSS
Jones, Stacy—Patents ... NYT
Jones, Yardley—Yardley Jones ... TNS
Jordan, Jenice—Homes Decorating ... DF
Joseph, Richard—Travel Column ... CTN
Juster, Harry—Look Smart ... RTS
Justus and Long—Editor's Choice Cartoons ... RTS

K

Kain, Ida Jean—Keep In Trim ... KFS-TSS
Kaliff, Joe—DIScussion ... AMF
Kaliff, Joe—Broadway Karikatures ... AMF
Kaliff, Joe—It's A Cockeyed World ... AMF
Kaliff, Joe—Karikature Karnival ... AMF
Kaliff, Joe—Magic Carpet Over Broadway ... AMF
Kalker, Phil—In Movies ... AEW
Kalker, Phil—Movie Review ... AEW
Kalker, Phil—New Of Broadway and Hollywood ... AEW
Kalker, Phil—Reviewing The New Movies ... AEW
Kalker, Phil—Sport Doings ... AEW
Kalker, Phil—This & That in Sports ... AEW
Kalker, Phil—Whats New in Foods ... AEW
Kalker, Phil—What's New In Sports ... AEW
Kalker, Phil—What's New In Books ... AEW
Kalvelage, Carl H. & Peter J. Anderson—Know Your Government ... CIT
Kane, Bob—Batman ... PPN
Kane, Bob—Batman & Robin ... LED
Kane, Bob—The Aristocrats ... LED
Katz, Morris—Spotlight on Business ... MIL-CDN
Kaufman, Irma—Quickie Quiz ... CIT
Kaufmanis & Potvin—Lisons ... CF
Kavanagh-Fletcher Camp—Bringing Up Father ... KFS-TSS-RGB
Kavanaugh, Simon—Profile ... MS
Keane, Bil—Channel Chuckles ... RTS
Keane, Bil—Family Circus ... RTS
Keasler, John—John Keasler ... MCN
Keate, Jeff—Time Out ... PHS-MIL-CDN
Keate, Jeff—Panel Parcel Today's Laugh ... CTN
Keefer, Mel and J. Lansky—MacDivot ... CTN
Keeling, Edward—Better Mouse-traps ... FOU
Kehr, Ernest—Stamp News ... CDN
Keller—Hardtack ... BPS
Keller, James—Three Minutes A Day ... MCN
Keller, Reamer—Panel Parcel—Today's Laugh ... CTN
Keller, Reamer—Medicare ... AD
Kelly, Orr, Judith Randall, Dana Bullen, Frank Getlein, Paul Hope—Washington closeup ... WSS
Kelly, Sandra—Sew What's New ... BM
Kelly, Walt—Pogo ... PHS
Kennedy, Evelyn Kirk—Cooking with Ev UFS
Kent, Robert—Masterpiece Gallery ... FOU
Kerr, Walter—Theatre ... NYT
Kerr, Walter F.—Theatre Letter ... CDN
Ketcham, Hank—Dennis the Menace ... PHS
Ketcham, Roy—Aunt Het ... CDN
Kilgore, Al—Bullwinkle ... MIL
Kilpatrick, James J.—A Conservative View ... WSS
King, Frank and Bill Perry, Dick Moores—Gasoline Alley ... CTN
King Warren, C. D. Batchelor—Editorial Cartoon ... CTN
King, R. G.—Travel ... MAG
Kinnaird, Clark—Your America Day By Day ... KFS-TSS
Kinnaird, Clark—Book Review ... KFS-TSS
Kinnaird, Clark—Parade of Books .. KFS-TSS
Kinsolving, Rev. Lester—Rev. Lester Kinsolving ... CHR
Kirby, Brian & Ken Montone—Kiwi ... CTN
Kirk, L. and N.—Detectograms ... KI
Kirk, Russell—To The Point ... GFC
Kirsch, Robert—Books ... LTWP
Kish, Henrietta—Years of Fulfillment .. WNS
Kleiner, Dick, Joan Crosby—Entertainment Features ... NEA
Kleiner, Dick—Showbeat ... NEA
Kleiner, Dick—Hollywood-Movies-TV ... NEA
Kleiner, Dick—News Dispatches on Topics of Current Interest ... NEA

Kling, Ruth—Beauty ..... CTN
Knight, Jacqueline—Solunar Tables ... RTS
Knott, Msgr. John C.—
Everyman's Family ..... NCW
Knox, Frances M.—Video-Everyday ... DIC
Knox, Frances M.—Video-Everyweek .... DIC
Knox, Frances M.—View ..... DIC
Knudson, George—Knudson's Word of Golf ..... TSS
Kober, Barbara—Family Finances ..... CNS
Kock, John R.—
Where Do You Come From ..... SPS
Koenig, F. W.—Sondags Krumelurer .. BPS
Koenig, Duane—Historial Oddities ..... CIT
Kohler, Frank—The Skillet Club for Men ..... GFC
Kohn, Rev. Harold E.—A List for Living ..... GFC
Kolodin, Irving—Saturday Review Music Service ..... SAT
Koltanowski, George—Chess Master .... CG
Koltun, Frances—The Woman Traveler ..... PHS-MIL-CDN
Kordel, Lelord—Eat & Grow Younger .. SPE
Kordel, Lelord—Eat Up and Slim Down SPE
Kordel, Lelord—Eat Your Troubles Away ..... SPE
Kordel, Lelord—Feel Young Again ..... SPE
Kordel, Lelord—Make People Like You SPE
Kordel, Lelord—Stay Alive Longer .... SPE
Kotzsky, Alex—Apartment 3-G ..... PHS-MIL-CDN
Kovel, Ralph and Terry—Know Your Antiques ..... RTS
Kraft, John—The Public's Opinion ..... NNS
Kraft, Joseph—Washington Insight ..... PHS-MIL
Kreiling, Ernie—A Closer Look ..... KR
Kroll, Julius—Kroll Karicature Service ..... KK
Kronish, Syd—Stamps in the News .... APN
Kubal—Be Smart ..... GFC
Kudlaty, Ed—Editorial Carton ..... NEA
Kuhn, Charles A.—Grandma ..... KFS-TSS
Kuhn, Irence Corbally—It's My Opinion ..... KFS-TSS
Kuhn, P. J.—Capitaine Bonvent ..... DWL

L

Ladewig, Marion & Don Carter—
Bowling Tips ..... NNS
Laffler, William D.—Popular Records ... UPI
Laffler, William D.—Wall Street Perspective ..... UPI
La Fontaine, Maurice—Reportage d-Amerique ..... CMI
Lagers, Bob—Silly Dillies ..... LED
Lain, F. L.—Career Corner ..... MCN
Laing, Peter—Uncle Charlie ..... WSS
La Mar, Austine—Austine La Mar Fashion Patterns ..... GFC
Lamb, Sandra E.—Keeping You in Stitches ..... CIT
Lambert, Eleanor—Elenor Lambert's SHE ..... PHS
Lamm, Michael—Teens on Wheels ..... APN
Lanahan, Scottie—Contemporary Trends ..... LTWP
Lancaster; Giles—
Political Cartoons ..... RTS
Landers, Ann—Ann Landers' Human Relations Column ..... PHS-MIL-CDN
Lando, Harry—Washington Farm Review WEN
Lane, Iris—Patterns ..... CSF-MIL-CSP
Lane, Lydia—Hollywood Beauty ..... LAT
Lang, Andrew C.—House of the Week, The ..... APN
Lang, Andrew C.—Home Repair Do's and Don'ts ..... APN
Lang, Andrew C.—On the House ..... APN
Langdon, Grace and Irving W. Stout—
Today's Children ..... KFS-TSS
Langell, Jerry—
Here's An Idea ..... AF
Langell, Jerry—Idea Payoff ..... AF
Langley, Frank, Stan Maays—
TV Personalities ..... NEA
Langton, John—Quick Qitz ..... GFC
Lanier, Dr.—Pet Notes ..... MCN
Lansky—Seventeen ..... CTN
Lansky, J. and Mel Keefer—
MacDivot ..... CTN
Lassen, Kurt—Under Twenty ..... CF
Lasky, Victor—
Say It Straight! ..... NANA
Lass, Abraham—College and You ..... CDN
Lasswell, Fred—Barney Google and Snuffy Smith ..... KFS-TSS
Laurent, Laurence—TV & Radio ..... LTWP
Lautens, Gary—Gary Lautens Column ... TSS
Lavin, Ellie and David—Teenage Corner TEE
Lawrence, David—Lawrence Dispatch ..... PHS-MIL-CDN
Lawrence, Linda—What's Your Problems? ..... RFS
Lawrence, Muriel—Muriel Lawrence's Column ..... NEA
Lawrence, Mrs. Muriel—Child-Parent Relations—The Mature Parent ..... NEA
Lawrence, Dr., William—
Your Dental Health ..... NEA
Lawrence, Muriel; Gaynor Maddox;
Aileen Snoddy; Rosette Hargrove;
Helen Hennessy; Betty Canary,
Judy Love, Joanne Schreiber;
Polly Cramer—Women's Page Features ..... NEA
Lawrence, Ron—Notebook on Nature ... TNS
Lazarus, Mell—
Miss Peach ..... PHS-MIL-CDN
Leary, Bill—Graffiti ..... MCN
Le Doux, Harold & Dr. N. P. Dallis—
Judge Parker ..... PHS-MIL-CDN
Leduc, Robert—Beep Beep ..... SOP
Lee, Bob & Henri Arnold—Jumble—That Scrambled Word Game ..... CTN
Lee, Bob & Henri Arnold—Junior Jumble CTN
Lee, Jeff—Bookshelf ..... JL
Lee, Jeff—Sport Shelf ..... JL
Lee, Roberta—Household Scrapbook ... WLG
Lee, Roberta—Modern Etiquette ..... WLG
Leegstra, Mr. E.—Inspector Markham ... DWL
Leeming, Dorothy and Brad Anderson—
Marmaduke ..... NNS
Leff, Sam—Davy Jones ..... UFS
Leffingwell, Robert—Little Joe ..... CTN
Leffer, Jack—Weekly Metals Review ..... AP
Lehti John—Tales from the Great Book ..... PHS-MIL-CDN
Leitner & Hinderer—Closeups ..... ALL
Lejeune, Anthony—
A View From Britain ..... NWS
Lemont, Geo.—Station Break—TV Comic Panel ..... NEA
Leokum, A.—Tell Me Why ..... MIL-WSS
Leonard, Lank—Mickey Finn ..... MCN
Lerner, Max—Max Lerner Column ..... LAT
Lesgerg, Sandy—Critic At Large ..... CF
Lesem, Jeanne—Cook's Tour ..... UPI
Levitt, Dr. I. M.—Wonders of the Universe ..... GFC
Lewis, Boyd—News Dispatch Topics of Current Interest ..... NEA
Lewis, Flora—Flora Lewis' Column .... NE
Lewis, Patricia—Speaking of manenrs ..... KFS-TSS
Lewis, Ted—Capitol Stuff ..... CTN
Libby, Vice Adm. Ruthven E.—
World Affairs ..... CNS
Lichty, George—Grin & Bear It ..... PHS-MIL-CDN
Liddle, Theron C.—Worth Repeating .. RTS
Lidey, Jim—Proper Billiards ..... TSS
Liederman, Al—All-Stars ..... UFS
Linde, Jed—Mexican News Roundup .. CNS
Lindheim, Leon T.—Coin-Wise ..... NNS
Linkletter, Art—People Are Funny ..... CF
Links, Marty—Emmy Lou ..... UFS
Lippmann, Walter—Lippmann .. ..
Column ..... LAT
Lipsyte, Robert; Arthur Daley—
Sports Column ..... NYT
Lipton, Marvin—Current Events in the Classroom ..... TSS
Livingston, J. A.—Business Outlook ..... PHS-MIL-CDN
Lockabey, Almon—Power and Sail ..... GFC
Loeb, Gerald M.—Loeb on Wall Street ..... NANA
Logan, Walter—Men's Wear ..... UPI
Long & Justus—Editor's Choice Cartoons ..... RTS
Love, Judy, Joanne Schreiber—
Stitchin' Time ..... NEA
Love, Judy—Women's Page Features .. NEA
Love, Philip H.—Love on Life ..... NANA-BM
Lowell, Adam & Eve—Adam & Eve .... FOR
Lowman, Josephine—Why Grow Old? .. RTS
Lowry, Betty—Family Travel ..... CIT
Lowry, Cynthia—Television Week ..... APN
Lowry, Cynthia—Radio-TV Day By Day APN
Lowry, Cynthia—Radio Television Week .. AP
Loyd, Gene—Now! ..... RTS
Lubbers, Bob—Robin Malone ..... NEA
Lubell, Samuel—Battle For Your Mind ..... UFS
Lubell, Samuel—Samuel Lubell Series, Public Opinion ..... UFS
Ludcke, G. L.—A Family and It's Money ..... BEL
Ludcke, G. L.—A Woman and Her Money ..... BEL
Ludcke, G. L.—The Human Side of Investing ..... BEL
Luft, Herbert G.—On The Screen ..... JTA
Luks, Fred—Outdoor Guideposts ..... LUK
Lynde, Stan—Rick O'Shay ..... CTN
Lyon, Barbara—World of Coins, The .. NUM
Lyons, Leonard—Lyons Den ..... PHS

M

M. Harrison-Gray—Standard Bridge .... MS
MacDonald, Blaine—Blaine ..... MIL
McArdle, Jim—Davy Crockett, Frontiersman ..... CF
McCabe, Charles—The Fearless Spectator ..... CHR
McCann, Rebecca—Cheerful Cherub ..... MIL-WSS
McCarn, Henry—Editorial Cartoons .... STA
McCarthy, Fred, & Len Reno—
Brother Juniper ..... PHS-MIL
McCormack, Patricia—Woman to Woman ..... UPI
McCutcheon, John T. Jr.—A Line O'Type Or Two ..... CTN
McDayter & Drew—Giants, The ..... TNS
McEleney, Jack—Illustrated New Homes and Weekly House Releases ..... ASA
McEleney, Jack—Associated—
Blueprints ..... ASA
McFarland, J. D.—Mata Hari ..... MCF
McFarland, J. D.—Moonshines ..... MCF
McFeatters, Dale—Strictly Business ..... PHS-MIL-CDN
McGill, Ralp—McGill Column ..... PHS-CWB
McGrady, Mike—McGrady Column ..... NE
McGrath, Dr. Earl J.—Education For Tomorrow ..... NNS
McGrath, Mary—Speaking Frankly .... UFS
McGrory, Mary—Mary McGrory ..... WSS
McHarry, Charles—On The Town ..... CTN
McHugh, Rev. James T.—Ties That Bind ..... NCW
McIntyre, Dave, and James Meade—
Motion Picture Column ..... CNS
McKenna, Marylou—Stay Younger Longer ..... MCN
McNally, Tom—Dogs ..... CTN
McNally, Tom—Mostly About Dogs .... CTN
MacLeod, Robert—Youth Beat ..... NEA
Macpherson, Duncan—Editorial ..... TSS
Macomber, Frank—Space Age Report .. CNS
Maays, Stani; Frank Langley—
TV Personalities ..... NEA
Maddox, Gaynor—Food for Americans—Menus ..... NEA
Maddox, Gaynor—Background Stories ..... NEA
Maddox, Gaynor—News Dispatches on Topics of Current Interest ..... NEA
Maddox, Gaynor—Women's Page Features ..... NEA
Magnuson, Senator Warren G. and
Jean Carper—Consumer Protection .... CF
Mahoney, Joe—Half-Past Teen .... CSF-CSP
Mandel, Arnold C. A.—Your Income Tax TSS
Mann, Hugh—The Witching Post VIV
Manning, John—Criss Cross ..... KFS
Manning, Justin—Capsule Capers ..... FOU
Manning, Justin—For Better or Worse .. FOU
Manning, Justin—Jobs Unlimited ..... FOU
Manning, Justin—Lifeline ..... FOU
Manning, Justin—Parents Plus ..... FOU
Manning, Justin—Success Vitamins .... FOU
Manning, Reg—Editorial Cartoons ..... MCN
Manning, Temple—Around the World ..... KFS-TSS
Manners, Dorothy—Hollywood .... KFS-TMS
Manten, Dr. A. A.—Wonders of Nature ..... DWL
Manten, Dr. A. A.—Shaping the Earth ..... DWL
Marco, Count—Beauty and the Beast .. CHR
Marcus, Jerry—Trudy ..... KFS-TSS-RGB
Marcus, Ruth—Oh, Lady! ..... PHS
Marge—Little Lulu ..... CTN
Marjorum, Herb—Herb's Potpourri VIV
Markey, Frank Jay—Pull Un A Chair ... MCN
Marley, Faye—Your Doctor is Reading ... SCS
Marlow, James—The World Today ..... APN
Marsh, Mary Kak—Hello Hostess ..... ENT
Marsh, Kay—Fun With Funds ..... ENT
Marsh, Kay—Instant Hostess ..... ENT
Marsh, Kay, Mary Ellen Pourchot—
Summer Hostess ..... ENT
Marshall, Brig. Gen. S.L.A.—
Military Analysis ..... LTWP
Martin, Donald W.—Charting the Grains ..... CNS
Martin, Ernie—Camper's Corner VIV
Martin, Jack—Bunion ..... NNS-TSS
Martin, Dolly—Taffy's Tips ..... MIL-CDN
Martin, Marian and Anne Adams—
Dress Pattern Features ..... KFS-CP-TSS
Martin, Mel—Automobile Buyer's Guide ..... MME
Martin, Mel—Autorama ..... MME
Martin, Mel—Dock Lines ..... MME
Martin, Mel—Mel Martin Reports ..... MME
Marvin, Bud—McGurk's Mob ..... NE
Mary and Jeanne—Sneakers ..... KFS
Mason, Ed—Builders of A Nation ..... DF
Mason, Z. S.—Capsule Horoscope ..... SF
Massie, Robert K.—
Nicholas and Alexandra ..... DDS
Massey, Tom; Lyman Young; Robert
Young—Tim Tyler's Luck ..KFS-RGP-TSS
Mattlin, Everett—Man's World ..... CTN
Mauldin, Bill—Mauldin Editorial Cartoons ..... PHS-MIL-CDN
Maurice, Bobby—Broadway After Dark MAU
Maurice, Bobby—Hollywood Choo Choo MAU
Maxwell, Rod and Bob Webb—
The Hawk ..... PF
Mayer, Alan—
Sports Cartoons ..... KFS-CP-TSS
Mayfield, Molly—Dear Mrs. Mayfield ..... UFS
Mead, Mimi—TV Interviews ..... BM
Meade, James and Dave McIntyre—
Motoion Picture Column ..... CNS
Meade, Mary—Food Articles ..... CTN
Meade, Mary—Menus ..... CTN
Means, Marianne—Marianne Means' Washington ..... KFS
Means, Marianne—Marianne Means Washington ..... HHS
Melikian, Cyrus, Robert Atherton—
Gourmania Guide ..... SPS
Mellinkoff, Abe—Morning Report ..... CHR
Meltzer, Bernard D.—Mr. Meltzer on Real Estate ..... RTS
Merah, Mady—Ladies Day ..... GFC
Merri & Hyacinth—Hy Fashion ..... KFS
Merryfield, Mary—Mary Merryfield Column ..... CTN
Messick, Dale—Brenda Starr ..... CTN
Metcalfe, John C.
Portraits ..... PHS-MIL-CDN
Meyer, John—Canadian Business Report ..... TSS
Meyers, Ed—Frank & Ernie ..... LED
Meyers, Scott G. W.—
Backgrounders ..... TSS
Michels, Marcia—Broadway Vignettes ... AMF
Michels, Marcia—TV From A Woman's Viewpoint ..... AMF
Michels, Marcia—Video Vignettes ..... AMF
Mik—Ferd'nand ..... UFS
Miller, Cathy & Mary Bryson—
Points for Parents ..... RTS
Miller, Dean C.—Financial Gossip ..... UPI
Miller, Eugene—Your Medicare ..... MLN
Miller, Eugene—Your Purse Strings ... MLN
Miller, Dr. Frank, D.V.M. & Hubert
Buel (artist)—Wonderful world of Animals, The ..... CHR
Miller, Joy—Today's Women ..... APN
Miller, Mary Sue—A. Lovelier You ..... PHS-MIL-CDN
Miller, Milt—Etc. & P.S. ..... JL
Miller, Milt—Soccer Shots ..... SA
Miller, Milt—Sports Postpaid ..... JL
Miller, Milt—Sports on Stamps ..... SA
Miller, Troy—"Hey, Troy!" ..... MLR
Miller, Wm.—Wishing Well ..... KFS-RGB
Milmoe, Eugene—Your Car ..... GFC
Misch, Robert J.—Eat, Drink and Be Merry ..... WNS
Misurell, Ed—TV Cameo ..... CP
Mitchell, Phyllis—Happier Living ..... MIT
Mitchell, Phyllis—Your Life and Mine ..... MIT
Mitchelmore, Charles—In America ..... FA
Mockridge, Norton—Norton Mockridge Column ..... UFS
Mogensen and Cornelius—Moco ..... LAT
Mohr, Berta—Mohr About Fashion ..... MOH
Moley, Raymond—Raymond Moley Column ..... LAT-MIL
Moller, Dr. A. W.—Pet Doctor ..... APN
Molnar, Maria—Love and Laughter ... BPS
Molner, Dr. Joseph G.—To Your Good Health ..... PHS-MIL-CDN
Monique—Latest From Paris ..... CTN
Montana, Bob—Archie ..... KFS-RGB-TSS
Montone, Ken & Brian Kirby—Kiwi .... CTN
Moore, Clyde—Clyde Moore Says ..... DF
Moore, Cullen—Moon Messages For You ..... CMS
Moore, Cullen—Stars and Lovers (Questions & Answers) ..... CMS
Moore, Cullen—Stars & Fashion ..... CMS
Moore, Cullen—Your New Year Tips ... CMS
Moore, Cullen—Moore About Adam & Eve ..... CMS
Moore, Dan Tyler—Tricks of The Trade .. BM
Moores, Dick, Frank King and Bill Perry—..
Gasoline Alley ..... CTN
Morain, Pat—Politic—Kles ..... ALL
Moran, James T. & William M.—
This Generation ..... CTN
Morgan, Bob and Pete Hoffman—
Why We Say ..... GFC
Morgan, Edward P.—Shape of The News NE
Morgan, Guen—So that's Why ..... CTN
Morgan, Neil—Assignment West Coast .. CNS
Morgan, Ralph—Racing Photographs with News Captions ..... RMN
Morgan, Ralph—Airline News with Photo ..... RMN
Morgensen & Cornelius—
Moco ..... LAT-TNS
Morris, Hugh L.—Housing News ..... MNS
Morris, Milt—News Cartoons ..... APN
Morris, William—Words, Wit & Wisdom ..... MIL
Morris, William & Mary—
Words, Wit & Wisdom ..... LAT
Morrison, Alex J.—Morrison Golf Articles ..... TSS
Morse, Ed—Weekly Financial ..... AP
Mortimer, Winslow—
Larry Brannon ..... TSS-NNS
Mortimer, Win—Wendy Marshall ..... TSS
Moskowitz, Milton—
The Money Tree ..... CHR
Mosley, Zack—Smilin' Jack ..... CTN
Moss, Edgar A.—Office Cat ..... MOF
Moss, Stirling—Motor Talk ..... BPS
Mowrer, Edgar Ansel—On World Affairs ..... BM-MIL
Muffwinkle, Elmer—Maybe The Week .. ....
Will Be Better ..... CTN
Muldowney, —ames—
Prints Charming ..... SPS
Mullaney, Thomas—Week in Finance ... NYT
Murphy, Frank—Faces In The News ..... DIS
Murphy, Jack, Paul Corcoran—
Sports Columns ..... CNS

FEATURES BY AUTHORS

Murphy, James—Gardeners Questions and Answers ..... CNS
Murphy, John Cullen—Big Ben Bolt ..... KFS-RGB
Murphy, Pat—Mind Your Own Business NE
Murray, Dennis—A Minority of One—— WNS
Murray, Jim—Jim Murray Column ..... LAT
Muse, Ken—Wayout ..... MCN
Musel, Robert—Entertainment Abroad .. UPI
Musial, Joe—Katzenjammer Kids .. KFS-RGB
Myers, Dr. Gary C. Parent Problems ..... KFS-CP-TSS
Myers, Marvin—Soft-Sell Sam ..... RTS
Myler, Joseph L.—Science and You .... UPI

N

Nason, Dr. Leslie J.—Nason on Education ..... APN
Nassauer, Ed—Biz Quiz ..... ICS
Nassauer, Ed—Business Blueprint ..... ICS
Nassauer, Ed—Ticker Topics ..... ICS
Naylor, Bob—Big Sister ..... CP-KFS
Neal, Capt. E. S.—Weatherwise or Otherwise ..... MS
Neher, Fred—Life's Lake That Cartoon ..... BM-MIL
Neilam, Ed.—Far Eastern Coverage .... CNS
Newhall, Jim—Home Workshop ..... NEA
Newman, Paul and Charles Flanders—Long Ranger ..... KFS
Newman, Peter—Ottawa in Perspectives TSS
Newsom, Phil—Foregn News Commentary ..... UPI
Nichols, Maynard—Crossword ..... GFC
Nickens, Frank—Otto Sez ..... HPS
Nicklaus, Jack—Jack Nicklaus on Golf ..... PHS
Nicolas, W. A.—Bible Stories In Color ..... SPS
Nofziger, Ed—Animalogic ..... LAT
Nofziger, Ed—Buenos Aires ..... MIL
Nofziger, Lyn—Capital Cornpone ..... CNS
Norris, Paul—Rick Bradford ..... KFS-CP-TSS
Norris, Linda—Let's Look at The Records .....-MIL-CSP..
Northcott, Ron—Curling Cues ..... Tss
Novak, Robert D. & Roland Evans—Inside Report ..... PHS-MIL-CDN
Nostrand and Herron—Bat Masterson ..... CF
Noyes, Crosby—Crosby Noyes ..... WSS
Nugent, Arthur—Funland ..... BM-MIL
Nuzum, Thomas & Gene Sherman—European Coverage ..... CNS
Nydick, David—You, Your Child and School ..... UPI

O

O'Brien, Bernard—Society in Florida ... OBR
O'Connell, Daniel—Ray Carr Talks Cars CAF
O'Connell, Peg—Our Parish ..... NCW
O'Flaherty, Terrence—Assignment: Television ..... CHR
O'Flaherty, Terrence—The Mail Ego .. CHR
O'Neal, Frank—Short Ribs ..... NEA
Oakley, Don and Paul Jones—Editorials ..... NEA
Odmark, Marion—Working Girls Notebook ..... CTN
Oka, Tom—Deems ..... SM
Oksner, Bob & Don Weldon—Soozi ..... CWF-MIL
Olderman, Murray—Football Series .... NEA
Olderman, Murray; Ira Berkow, Tommy Thomas—spots Stories ..... NEA
Olerman, Murray—Between You 'n Me ..... NEA
Olderman, Murry—Sports Cartoon ..... NEA
Olderman, Murray—Sports Illustrations ..... NEA
Oliphant, Pat—Oliphant Editorial Cartoon ..... LAS
Olshan, Mort—Basketball Prophecy and Ratings ..... MOS
Olshan, Mort—Football Prophecy and Ratings ..... MOS
Olson, Cy—Office Hours ..... KFS
Omarr, Sydney—Astrology Column ..... GFC
O'Brian, Jack—Voice of Broadway ..... KFS-TSS-RGB
O'Neill, Dan—Odd Bodkins ..... CHR
O'Neill, Thomas—Politics & People .... FJM
O'Reilly, Don—Inside Auto Racing ..... AU
Orben, Robert—Orben's Hot Lines ..... NE
Osann, Kate—Tizzy ..... NEA
Osberg, Julian—Travel Informer ..... HIS
Osborn, Florence—Bridge Deck ..... CDN
Osborne, Dr. Ernest G.—The Family Scrapbook ..... UFS
O'Sullivan, John—Big Photo Feature Stories ..... KFS-TSS
Overgard, Wm. and Allen Saunders—Steve Roper ..... PHS-MIL-CDN
Owen, Frank; Rod de Sarro; Cathy Joachim; Jeff Keate; Tom Henderson; Jefferson Machamer; Reamer Keller; Joe Zeis; Betty Swords—Panel Parcel—Today's Laugh ..... CTN

P

Packer, Win—Easy Does It ..... TSS
Paddleford, Clementine—Food Column ..... CDN
Pahlman, William—A Matter of Taste ..... PHS
Palevsky, Jennie—Book Views ..... CMI
Palmer, Arnold—Golfing With Arnold Palmer ..... NNS
Palmer, Arnold—Tips From The Tour .. NNS
Paley, Jennie—Paperback Rack ..... CMI
Palmer, Florence K.—Trials and Tribulations (Legal) ..... AD
Palof and Bixby—Techtoons ..... CP
Palyi, Melchior—Dr. Palyi Comments .. CTN
Parker, Brant & Johnny Hart—Wizard of ID ..... PHS-MIL
Parker, Gladys—Mopsy Cartoon ..... MIL
Parker, Gladys—Mopsy Page ..... DNB-MIL
Parrish, Joseph; Daniel Holland—Editorial Cartoons ..... CTN
Partch, Virgil—Big George ..... PHS-MIL-CDN
Paschen, Bernice—Crossword Puzzle .... SM
Patrick, Doug—Stories About Stamps .. RGB
Patrick, Robbie—Travel at a Glance with Robbie Patrick ..... OBR
Patrick, Sam; George Getze—Profiles in Science ..... LAT
Pattee, Richard F.—This World of Ours ..... NCW
Patterson, David S.—Patt-O-Graphs .... PAT
Patterson, David S.—Slim Chance University ..... PAT
Patterson.. David S.—The Park Bench Philosopher ..... PAT
Patterson, David S.—The Pine Ridge Editor ..... PAT
Patterson, Gene—Patterson's People .... AF
Paul, Leon—Mosaic ..... PAU
Pauley, Gay—Fashions ..... UPI
Pauley, Gay—Woman's View ..... UPI
Pautz, Phylis—Flower Box, The ..... CTN
Payli, Melchoir—Dr. Payli Comments .. CTN
Peale, Dr. Norman Vincent—Confident Living ..... PHS
Pearsall, Robert—Coinword ..... GFC
Pearsall, Robert B.—Treas-O-Gram .... GFC
Pearson, Betsey—Mother's Helper .... CDN
Pearson, Charles D.—Notes On the News PEA
Pearson, Drew and Jack Anderson—Washington Merry-Go-Round .... BM-MIL
Pederson, Kern—Little Farmer ..... SM
Pedroza, Cecilia & Inez—Hollywood ... PED
Pedroza, Inez & Cecilia—Hollywood Calling (Your City or Country) .... PED
Pedroza, Inez and Cecilia—Varities and Vistas (U.S.A. & L.A.) ..... PED
Peeples, Dick—Today's Index ..... AF
Peeples, Dick—Daily Flashback Calendar ..... AF
Peet, Creighton—From New York ..... PT
Peloquin, R.—Play With Us ..... SOP
Penfield, William S.—Stories Behind Words ..... PE
Penfield, Wm. S.—Stories Behind Words WHE
Pepis, Betty—Interior Decorating .. BM-MIL
Perry, Bill; Frank King, Dick Moores—Gasoline Alley ..... CTN
Perry, Bill—Little Brother Hugo ..... CTN
Peters, Boris Revere—Doris Answers Youth ..... NCW
Petersen, Alice and Ella Elvin—Food .. CTN
Petersen, Alice and Ella Elvin—Menus .. CTN
Peterson, Robert—Life Begins At Forty ..... MCN
Petti, Michael A., M.D.—Health Capsules ..... UFS
Philcox, Frederick—Would You Believe .. CIT
Phillips, Irving—Strange World of Mr. Mum, The ..... PHS-CWF
Pichel, Thourot—Unknown In History, The ..... CN
Pierotti, Johnny—Jes' Smith ..... CF
Pierson, John—Real Estate ..... UPI
Pitt, Stanley & Reginald—Guly Foyle LED
Plain, Carl and Carl Ritter—Business and Finance ..... CNS
Player, Gary—Gary Player's Golf Class KFS
Poblete, Omar—Political Scene ..... EPC
Poinier, Arthur B.—Editorial Cartoons ..... BM-MIL
Poistoret, Phil—Barbs ..... NEA
Poling, Rev. David—Lenten Series .... NEA
Pollan, Clay—Star Gazer ..... MIL
Ponter, James & Frank Hedlund—My World ..... RTS
Popelka, Bob—The View From Europe .. THV
Popenoe, Dr. Paul—Your Family and You ..... NNS
Porges, Peter & Ron Butler—Traveling Light ..... GFC
Porter, Sylvia—Your Money's Worth ..... PHS
Posner, Jack—Jest Browsing ..... POS
Post, Elizabeth L.—Doing The Right Thing ..... NE
Post, Emily—Good Taste ..... MIL
Post, Howard—The Dropouts ..... UFS
Potkin, Molly—Teen Scene ..... CJC
Potvin & Kaufmanis—Lisons ..... CF
Pourchot, Mary Ellen & Sylvia Robbins—Around The World-a la carte! ..... ENT
Pourchot, Mary Ellen & Kay Marsh—Summer Hostess ..... ENT
Povich, Shirley—This Morning ..... LTWP
Power, R. A.—Crossword Puzzle ..... DWL
Powers, John Robert—Secrets of Charm ..... NNS
Prentice, John and Fred Dickenson—Rip Kirby ..... KFS-RGB-TSS
Preston, Charles—Quote—Acrostic ..... PHS
Price, Eleanor—All About Pets ..... GFC
Price, Vincent—Vincent Price on Art .. CTN
Putnam, Richard; Carlton Smith—Your Personal Finance ..... NEA
Putz, Alfred—Garden Notebook ..... MIL-CDN

R

Raboy, Mac; Dan Barry—Flash Gordon ..... RGB-TSS
Raby, William—The Reluctant Taxpayer ..... LAT
Rafferty, Dr. Max—Rafferty Column ... LAT
Raidy, William—Broadway Off 'N On .. GFC
Raines, Sandy—Global TV ..... RA
Raines, Sandy—Rainspout ..... RA
Raines, Sandy—Interview Features ..... RA
Ramsey, R. H. and Alfred Buescher—Weekly Sunday School Lesson and Bible Strip ..... CP
Rand, Lester—Teenagers Say ..... YR
Rand, Lester—Today's Teens ..... YR
Rand, Lester—The Youthful Viewpoint ..... YR
Randall, Judith; Orr Kelly, Dana Bullen, Frank Getlein, Paul Hope—Washington Closeup ..... WWS
Raymond, Robert; Andrea Bresciani, Stuart Butler, Ph.D.—Frontiers of Science ..... LAT
Read, D. Peggy—Food ..... EPS
Reed, Ed—Off the Record ..... RTS
Reed, Estey I.—During This Week ..... SS
Reed, Estey I.—Gains and Brains ..... SS
Reed, Estey I.—On This Day ..... SS
Reed, Mort—Money Clips ..... NEA
Reed, Rex—The Tube ..... FA
Rehns, Charles—Distillates of Random Thoughts ..... REH
Rehns, Charles—Isn't It the Truth? ... REH
Rehns, Charles—Tasty Tales ..... REH
Rehns, Charles—Wisdom in the Street .. REH
Reice, Sylvie—Swinging Set ..... PHS
Reid, Ace—Cowpokes ..... COW
Reiffel, Dr. Leonard—Science and You WBE
Rieffel, Dr. Leonard—Science and You PHS
Reinert, Fred and Harry Jones—Baseball's Immortal Madcaps ..... AF
Remlie, Frank; Mary Goss—Tom Trick NEA
Reno, Len & Fred McCarthy—Brother Juniper ..... PHS-MIL
Reppert, Ralph—Reppertee ..... FJM
Reston, James—Reston Column ..... NYT
Reyes, Amador—Miscellaneous Features on Current Events ..... EPC
Reynolds, Ann, Ph.D.—If Your Name Is RFS
Reynolds, Ken—Quickies ..... REY
Reynolds, Ken—Tips ..... REY
Reynolds, Ruth—Justice Stories ..... CTN
Ribbel, Art—California Report ..... CNS
Riblet, Carl Jr.—Isn't It The Truth! .. LAT
Rich, Dorothy—Home & School ..... LTWP
Richard, Maurice—Richard Speak Out .. SOP
Richman, Milton—Today's Sports ..... UPI
Ricker, Dorothy—Personal Tips To Teen-Agers ..... RTS
Ricker, Dorothy—Teen Age Mail ..... RTS
Riddle, Maxwell—Exercise Series for Aching Back ..... AF
Riddle, Maxwell—Kennel & Leash .... LED
Riddle, Ned—Mr. Tweedy ..... GFC
Ridgeway Frank and Ralston Jones—Mr. Abernathy ..... KFS-TSS
Rilesel, Victor—Inside Labor ..... PHS
Righter, Carroll—Carroll Lighter ..... MCN
Riley, Chris—Tip Top Tips ..... CF
Rios, Jose—This Is Man ..... EPC
Ritt, William—You're Tellin' Me .. KFS-CP
Ritter Carl—Financial ..... CNS
Ritter, Carl and Carl Plain—Business and Finance ..... CNS
Ritz, Dorothy—Home Line ..... LAT
Robb, Inez—Inez Robb Column ..... UFS
Robbins, Frank—Johnny Hazard ..... KFS-RGB-TSS
Robbins, Sylvia & Mary Ellen Pourchot—Around The Word—a la Carte! .... ENT
Roberge, Frank—Mrs. Fitz ..... KFS-TSS
Roberts, Betty—Women's Angle ..... ICS
Robertson, Helen and Mary Dunn—Thrifty Nifty ..... GFC
Robinson—Caricatures ..... CTN
Robinson, Paul—Etta Kett .... KFS-CP-TSS
Robinson, Jerry—Still Life ..... CTN
Roche, R. A. and John Thornton—Flamingo ..... PF
Rockefeller, Mimi—Today's Living ..... CF
Roeder, Virginia—Menu Magic ..... CF
Roesch, Roberte Fleming—Opportunities Unlimited ..... KFS
Roe, Dorothy—Women Now ..... CTN
Roessner, Elmer—Business Today ..... BM-MIL
Rogerson, Cliff—TV Laughs ..... BM-MIL
Rohner, Louise—The Divorcee's Handbook ..... DDS
Roosevelt, Edith Kermit—Between the iLnes ..... ROO
Roosevelt, Patricia Peabody—I Love A Roosevelt ..... DDS
Roper, Rex—Scan Features ..... RA
Rose, Dorothy—Parent Child ..... CTN
Rose, Elinor K.—Rosettes ..... ROS
Rose, Elinor K.—Sugar and Spice ..... AF
Ross, Martin J.—Con la ley en la Mano (Column or Law in Spanish) ..... LAW
Ross, Martin J.—Everyday Law ..... LAW
Ross Martin J.—The Law Brief ..... LAW
Ross, Martin J.—Law-Briefs ..... LAW
Ross Martin, J.—Law Briefs For Business ..... LAW
Ross, Martin J.—You and The Law ... LAW
Ross, Martin J.—People and Problems LAW
Ross, Eleanor—Home Making Helps ..... KFS-TSS
Rothblatt, Henry, B., LL.D.—Reader's Courtroom ..... GFC
Rouson, John—Boy and Girl ..... GFC
Rouson, John Henry—Little Spot ..... GFC
Rowan, Carl T.—Rowan Column .. PHS-MIL
Rowan, Hobart—Economic Impact ... LTWP
Rowse. Arthur E.—Consumer Contact ... CNI
Roy, Mike—Akwas ..... CF
Rudy, Ann—Homemaker's Humor ..... CNS
Rukeyser, Merryle Stanley—Everybody's Money ..... BHS
Rupe—Freddy ..... MIL-WSS
Rusk, D. Howard—Rusk Column ..... NYT
Russell, Frederick C.—Articles on Automobiling ..... RS-MIL
Rutberg, Sidney—The Street ..... FA
Ryan, Bill, Ed Valtman—Political Playground ..... NEA
Ryan, Tom K.—Tumbleweeds ..... RTS
Ryskind, Morrie—The Morrie Ryskind Column ..... WSS

S

Safian, Elizabeth Ann—Karen ..... NE
Sagendorf, Bud—Popeye ..... KFS
Sakol Jeanne—Youg Ideas ..... WNS
Sakren, Bill—Blitz Brothers ..... CWF
Salo—Laughting Matter ..... CTN
Salpeter, Eliahn—Israel Newsletter ..... JTA
Saltz, Donald—Memory Quiz ..... MEM
Salveat, Julio—Around The World ..... EPC
Samuel, Lester—Male Call ..... CIT
Sanders, William—Sanders Editroial Cartoons ..... PHS
Sansom, Art—The Born Loser ..... NEA
Sattler, Warren—Grubby ..... SM
Saunders, Allen and Ken Ernst—Mary Worth ..... PHS-MIL-CDN
Saunders, Allen and Wm. Overgard—Steve Roper ..... PHS-MIL-CDN
Saunders, Ann Wardell—Ambing With Ann ..... SE
Saunders, Ann Wardell—Lookin' 'n' Listenin' ..... SE
Scaduto, Ai & Bob Dunn—They'll Do It Every Time ..... KFS
Scarpelli, Henry—TV Tee-Hees ..... GFC
Schenken, Howard and Richard Frey Winning Contract ..... BM-MIL
Scheuer, Stephen H.—TV Key Features, Mailbag Previews ..... KFS-TSS
Schilling, Katherine—Antiques and Attic-ulations! ..... HT
Schilling, Katherine—Old and New-Mismatics ..... HT
Schmidt, Walt—Mostly About People ... OHF
Schmitt, Gar—New Jersey Subjects ..... EDI
Schneider, Howard—Eck & Meek ..... NEA
Schneider, Lou—Trade Winds ..... BM-MIL
Schoeffler, O. E.—Esquire's Avenues of Fashion ..... BM-MIL
Schrader, Loel—Yesterday's Heroes ..... RTS
Schraub, Shirley—Ask The Teacher ..... MCN
Schreiber, Joanne, Judy Love—Stitchin' Time ..... NEA
Schreiber, Joanne—Women's Page Features ..... NEA
Schroeter, Bob—Laugh Time ..... KFS
Schuchat, Theodor—Joys & Jolts of Retirement ..... NANA
Schulz, Charles M.—Peanuts ..... UFS
Schwartz, David—Panorama ..... JTA
Schwartz, Most—Cage Power Ratings ... FF
Schwartz, Mort—Grid Power Ratings ..... FF
Scott, D. E.—Crossroads Report ..... SCO
Scott, Galen—Character Clues ..... LED
Scott, Jack—London Report ..... TSS
Scott, Jane—Adventures With God ..... TNS
Scott, Patrick—Patrick Scott Entertainment ..... TSS
Scott, Vernon—Hollywood, For Afternoon Papers ..... UPI
Scott, Vernon—Hollywood, For Morning Papers ..... UPI
Scott, Vernon—TV Profile ..... UPI
Scott, Walt—The Little People ..... NEA

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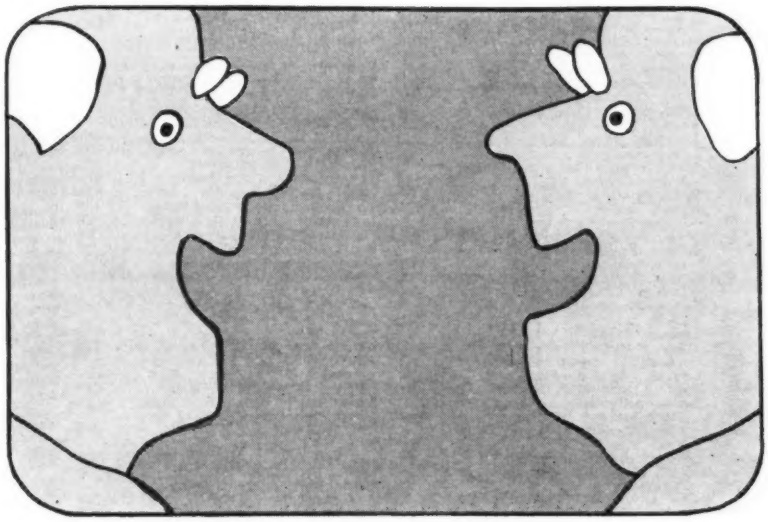

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Sheerin, C.S.P., Rev. John B.—Sum and Substances ..... NCW
Sheffer, Eugene—KFS Crossword Puzzle ..... KFS-RGB-TSS
Sheffer, Eugene—Premier Sunday Crossword Puzzle ..... KFS
Sheinwold, Alfred—Sheinwold On Bridge ..... GFC
Shelly, Bill—Footsies ..... ALL
Shelton, Isabelle—Mirrors of Washington ..... NANA
Shephard Tom & Bob Cohn—Hysteria .. AD
Sheppard, Eugenia—Inside Fashion ..... PHS-MIL
Sherman, Gene & Thomas Nuzum—European Coverage ..... CNS
Sherrod, Jane—Pathway to Success Quiz BPS
Sherrod Jane—Teenage Tips ..... BPS
Sherwin, Sterling (ASCAP)—Odd-Ditties, Old Facts In Verse .... GBR
Shoemaker, Vaughn—Editorial Cartoons . CTN
Short, Dorsey—Political Arena Editorial NEW
Shorten, Harry—There Oughta Be A Law ..... UFS
Shulsky, Sam—Investors' Guide .. KFS-TSS
Sibley, Celestine—The Battle and the Breeze ..... WNS
Siciliano, Sam—Sam Says ..... SAS
Siciliano, Sam—Senior View ..... SAS
Silver, Rabbi Samuel—Silver Lining .... SAF
Silver, Jesse—Silver on Sports ..... JTA
Simms, Cedric—Sparks of Wisdom . WLG-MS
Simon, Dick—Better Five Pin Bowling .. TSS
Simon, Dick—Ski Tips ..... TSS
Sims, Edward H.—Know The Weather .. EC
Sims, Edward H.—One Minute Sports Quiz ..... EC
Sims, Edward H.—News Report from Washington ..... EC
Sims, Edward H.—Special Editorials (Birthdays, Anniversaries, etc.) ..... EC
Sims, Edward H.—Editorials ..... EC
Sims, Edward H.—Ports of Call ..... EC
Sims, Mrs. Hugo S. Sr.—About Your Home ..... EC
Sims, Mrs. Hugo S. Sr.—In Fashion Now EC
Sims, Martha Bass—Health & Beauty ..... EC
Sims, Mrs. Hugo S.—TV Commentary .. EC
Singer, Jane Sherrod—Self-Analysis Quiz ..... SM
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Singer, Kurt—What Life Has Taught Me ..... BPS
Singer Kurt—Serialization of Books of Current Interest ..... BPS
Singer—Word Definitions' Fictionary .. BPS
Sinor, John—Americana ..... CNS
Sixta, George—Rivets ..... PHS-MIL-CDN
Skelly, Jerry & Hale—Captain Kate .. KFS
Skiles, Charles—Josephine ..... GFC
Slevin, Joseph R.—Inside the Economy .. NE
Sloane, Shirley & Bob—Going Our Way . STR
Smiley, Bill—Sugar and Spice ..... TNS
Smith, Al—Mutt & Jeff ..... BM-MIL
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Smith, Al—Life in The Suburbs ..... SM
Smith, Al—Rural Delivery ..... SH
Smith, Carlton, Richard Putnam—Your Personal Finance ..... NEA
Smith, Cecil—Drama ..... LTWP
Smith, Cindy—Gardening For Fun ..... CRE
Smith, Cindy—Just Something Pretty .. CRE
Smith, Delos—Classical Records ..... UPI
Smith, Delos—The Music World ..... UPI
Smith, Delos—Science Today ..... UPI
Smith Mr. & Mrs. George—The Smith Family ..... MIL-WSS
Smith, Gerald—Aquariums ..... TSS
Smith, Jack—Of Smith and Men ... LTWP
Smith, Kingsbury—Kingsbury Smith .. KFS
Smith, Merriam—Backstairs at the White House ..... UPI
Smith, Miles—Books and Arts ..... APN
Smith, Miles—Book Reviews ..... APN
Smith, W. W. "Red"—Views of Sport ..... PHS-MIL-CDN
Smolar, Boris—Between You and Me .. JTA
Smythe, Reggie—Andy Capp ..... PHS
Smythe, Reg—Andy Capp ..... MIL
Snider, Steve—Sports Patrol ..... UPI
Snoddy, Aileen—Women's Page Features ..... NEA
Snoddy, Aileen—Better Homemaking .. NEA
Sobol, Donald J.—Two Minute Mystery .. TM
Soglow, Otto—Little King ..... KFS-TSS
Sokol, Saul—Insurance Simplified ..... DF
Spadone, Frank G.—Coin-Stamp-Medal World ..... COI
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Spangler, Kenneth R.—Inside Mutual Funds ..... SPA
Spear, Roger E.—Successful Investing .. GFC
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Spivack, Robert G.—Watch on The Potomac ..... CDN
Spong Richard—Editorial Research Daily Service ..... EDR
Spraggett, Allen—World Of Religion .... TSS
Sprenger, Henk—Pilote Tempete ..... DWL
Stanley, Lee—Old Home Town ..... TSS
Stapley, Ray—Stapley On Cars ..... TNS
Stare, Frederick J., M.D.—Food and Your Health ..... LAT
Starr, Leonard—On Stage ..... CTN
Starr, Mary—If You Take My Advice .. TSS
Stearn, Jess—The Search for the Girl with Blue Eyes ..... DDS
Stees, John—Stees Sees ..... UFS
Steinbeck, John—Steinbeck Letters ..... NE
Steincrohn, Dr. Peter J. F.A.C.P.—Stop Killing Yourself ..... BM-MIL
Stella—Your Birthday ..... UFS
Stephens, Bord—Doodletoo ..... WHE
Stephens, Bord—Peoplets ..... WHE
Stevenson, Tom—Garden Column ..... LTWP
Stevenson, Tom—Garden Question.. .. LTWP
Stiles, Chuck—Only The Newspaper .... SM
Stiles, Chuck—Village Square ..... SM
Stokley, James—Map of the Stars .... SCS
Stonedale, Robert—Report From the Confederacy ..... FS
Stout, Irving W. and Grace Langdon—Today's Children ..... KFS-TSS
Stout, Rex—Nero Wolfe ..... CF
Strauss, Jack—If You Were The Judge ..... BM-MIL
Sudyk Bob and Lou Darvas—Pro-Files . KFS
Sullivan, Ed—Broadway—Little Old New York ..... CTN
Sullivan, Walter—Science Column ..... NYT
Sulzberger, C. L.—Sulzberger Column .. NYT
Sutton, Horace—Of all Places ..... MIL-PHS
Svensson, Robert—Coin Collector's Corner ..... KFS
Swanson, Don—Center Stage (TV Col.) . CNS
Swanson, George O.—Flop Family . KFS-TSS
Swift, Howard—Cap'n Knot ..... RUS
Swords, Betty; Joe Zeis; Rod de Sarro; Cathy Joachim; Jeff Keate; Reamer Keller, Tom Henderson; Frank Owen—Panel Parcel—Today's Laugh ..... CTN
Sylvester, Robert—Dream Street ..... CTN

T

Taran, Frederick—Julian of The Jungle ..... EBS
Tarkenton, Fran—Tarkenton Says ..... NEA
Taub Sam—In A Ring-Side Seat with Sam Taub ..... NEW
Taylor, Charles—Home's Bldg.: Questions and Answers ..... CNS
Taylor, Henry J.—Henry J. Taylor Column ..... UFS
Tedder, Howard—This Week Tongue In Cheek ..... TOS
Terry, Walter—Dance & Music Column ..... MIL-CDN
Thomas, Bill—Man To Man ..... GFC
Thomas, Bob—Hollywood ..... APN
Thomas, Edward S.—John Hazlett—Naturebug ..... DF
Thomas, Edward S.—Nature ..... DF
Thomas, Kay—Fashions—Womens ..... CTN
Thomas, Tommy, Ira Berkow, Murray Olderman—Sports Stories ..... NEA
Thompson, Daniel V.—Food & Garden Gossip ..... THO
Thompson, Daniel V.—Garden Gossip .. THO
Thompson, Daniel V.—Pleasures of Food & Garden ..... THO
Thorncliff, Grace—Fashion Illustrations ..... KFS-TSS
Thornton, John and R. A. Roche—Flamingo ..... PF
Tiajcliff, Y. L.—Have You Met? ..... NP
Tiede, Tom—Background Stories ..... NEA
Tiede, Tom—News Dispatches on Topics of Current Interest ..... NEA
Tippit, Jack—Amy ..... RTS
Tobin Don—The Little Woman .. KFS-RGB
Tourret, Pat & Jenny Butterworth—Tiffany Jones ..... PHS
Treadgold, Fred—Many from Mars .... BPS
Treadgold, Fred—Nip and Tuck ..... BPS
Trexler, Pat—Pat's Pointers Needlework ..... PHS
Trohan, Walter—Washington Scrapbook . CTN
Trohan, Walter—Report From Washington ..... CTN
Truman, Rev. Lee—Let's Talk ..... CNS
Tully, Andrew—National Whirligig .. BM-MIL
Tune, Buford—Dotty ..... PHS-MIL-CDN
Tuomey, Douglas—Home Repair Problems ..... GFC
Tuomey, Douglas—Homeowners Money Savers ..... GFC
Turner, Dick—Carnival—(plus Mr. Merryweather) ..... NEA
Turner, Leslie—Captain Easy ..... NEA
Turner, Morrie—Classified Chuckles .... RTS
Turner, Morrie—Wee Pals ..... RTS
Twiggy—Tips From Twiggy ..... NNS

U

Unwin, Jim & June—Sandy ..... HPS

V

Valtman, Ed, Bill Ryan—Political Playground ..... NEA
Van Buren, Abigail—Dear Abby ..... CTN
Van Buren, Raeburn—Abbe An' Slats ..... UFS
van Campen, A. G.—Truth For Today: Let's Ask the Bible ..... GLS
Van Dellen Dr. Theodore R.—Health .. CTN
Van Dellen, Dr. Theodore R.—How to Keep Your Child Well ..... CTN
van Hall, A. F., J. A. van Dijk—How does it Work? ..... DWL
Van Horne, Harriet—Harriet Van Horne Column ..... LAT
Vanderbilt, Amy—Amy Vanderbilt's Etiquette ..... LAT
Vanderveen, Martin—Camping with Van PAV
Vanderveen, Martin—A Shot in the Dark PAV
Vannozzi, Don—Shelly ..... SPS
Vasquez, Damilo—Pop Goes The World . EPC
Vaughan, Bill—Senator Soaper Says ..... BM-NANA-MIL-WNS
Vaughan, Bill—Vaughan at Large .. BM-MIL
Veeck, Bill—Ramblin' Veeck ..... MIL
Vega, Roger—Aladdin's Lamp ..... GFC
Vermer, Al—Priscilla's Pop ..... NEA
Ver Meulen, Jeanette—Mini-Parade .... CIT
Vesey, Arthur—Report From Europe .. CTN
Von Eckhardt, Wolf—Cityscape ..... LTWP
Von, Gene—You Can Fix It ..... WLG-MS
Von Hapsburg, Otto—Lateline, Europe ..... KFS-RGB-TSS

W

Wagner, Gary—Frankly Speaking ..... WIP
Wagner, Philip—The Philip Wagner Column ..... WAG
Waldron, Ann—World of Waldron ..... CTN
Walker, Harold Blaks—Living Faith ... CTN
Walker, Harold Blake—Looking Up At Life ..... CTN
Walker Katherine B.—Indoor Gardening ..... PHS-MIL-CDN
Walker, Mort—Beetle Bailey ..... KFS-TSS
Walker, Mort and Dik Browne—Hi and Lois ..... KFS-RGB-TSS
Walker, Mort—Boner's Ark Addison ... KFS
Walker, Sherman—Stars Above ..... LAT
Wallace, William—The Sixties ..... WAL
Wallmeyer, Dick—Wallmeyer Cartons .. RTS
Walters, Ned—Travel Time ..... CIS
Wanstall, Anne—Cooking Chat ..... TSS
Ward, Gene—Ward To The Wise ..... CTN
Ward Clint—Water Skiing ..... TSS
Ward, Michael—Your World And Mine .. CJC
Warren, L. D.—Editorial Cartoons .... NWS
Watkins, Lynn M.—Small Worlds Around Us ..... RTS
Waugh, Coulton—Junior Editors ..... APN
Wayne, Bruce—Batcave Hot Line ..... LED
Weare, Tony—Matt Marriott ..... PPN
Webb, Bob and Rod Maxwell—The Hawk ..... PF
Webb, Paul—The Mountain Boys ..... CF
Weber, Bob—Moose ..... KFS
Weber, Dick—Bowling At Its Best .... GFC
Webster, H. T.—H. T. Webster Cartoons SM
Weiser William—Space I QQ ..... CF
Weis, Paul—Coins Count ..... CNS
Weiss, Julius—Inuternational Adventure (Numismatic) ..... WEI
Weiss, Julius—(Philatelic) ..... WEI
Weiss, Rube: Lee Bryan—Have Fun .... BLA
Weiss, Rube—Josh Billings Sez ..... BLA
Weiss, Rube—Live 'n Laff ..... BLA
Welch, Douglas—Squirrel Cage ..... TSS
Weldon, Don & Bob Oksner—Soozi ..... MIL
West, Dick—The Lighter Side ..... UPI
Westley, John J.—On The Wire ..... DIS
Westerman, Jim—Dr. Sem and The Spacemasters ..... EBS
Wetterberg, Walt, Negley Cochran—Out Our Way ..... NEA
Wetterberg, Walt—The Willets ..... NEA
Wheeler, Laura: Alice Brooks—Needlecraft Pattern Features .... KFS-TSS
Whims, Howard, Stanley H. Brams—Rod Chance ..... CF
Whitacre, Donald—Curious Facts ..... CFF
White, Leo—TV Starscramble ..... BM-MIL
White, Nancy—Harper's Bazaar Fshions ..... TSS
White, Lee—Little People's Puzzle ..... UFS
White, William S.—Washington Column ..... UFS
Whiting, Jim and Len Bruh—Ad Libs .. GFC
Whiting, Jim—Li'l Ones ..... GFC
Whiting, Jim—Wee Women ..... GFC
Whitman Roger C.—First Aid To The Ailing House ..... BM-MIL
Whitton, Gil—"fact or fiction? ... by gil" ..... WIL
Whitton, Gil—Let's Ask Gil ..... WIL
Whitton, Gil—Things to Do This Weekend ..... WIL
Wicks, Ben—Cap'n Squid ..... TNS
Wicks, Ben—Ben Wicks ..... LAT
Wicke, Ben—Ben Wicks ..... TNS
Wicker, Tom—Wicker Column ..... NYT
Widener, Alice—Widener Column ..... USA
Wilbur, Claire—Gripping-Enthralling-Dramatic Series ..... CF
Wiley, Nan—Let's Ask the Cook ..... RTS
Wilkens, Emily—New You, A ..... KFS
Wilkins, Roy—Roy Wilkins Column .... RTS
Wilkinson, Bud—On The Sports Front .. GFC
Williams, Carey—Paragraphs ..... CDN
Williams, Dan—U.S. Wide QQuiz ..... CF
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Williams, D. C.—Better English ... WLG-MS
Williams, Ted—Sports Column ..... MIL
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Williamson Al & Archie Goodwin—Secret Agent Corrigan ..... KFS
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Wilson, Jack—Potomac Fever ..... RTS
Wilson, Dr. Robert E.—Today's Education ..... CF
Wilson, Ray—Ray Wilson on Broadway ..NEW
Wilson, Richard—Interpretive Report .. RTS
Wilson Jean—Fashion Stories ..... APN
Wilson, Jean—Styles ..... APN
Wilson, June—Career Girl ..... WNS
Winchell, Walter—In New York ..... TSS
Winchell, Walter—Walter Winchell Everywhere ..... MCN
Wing, Ashton—Between Us Girls ..... AF
Wingert, Dick—Hubert ..... KFS-TSS
Winston, Vera—Fashion Illustrations .. KFS
Wise, Chris—Continental Column ..... HF
Wiseman, Al—Grace and Loole ..... LAT
Wohl, Jack—PIXies ..... UFS
Wolfe, George—Pops ..... SM
Wolff, Geoffrey—Books ..... LTWP
Woliston, Jack—Boating ..... UPI
Wolters, Larry—Gab Bag ..... CTN
Wood, Morrison—For Men Only Cooking ..... CTN
Woodman, Ken—Memo to Caesar—A Lenten Series ..... HPS
Woolsey, Bonnie—Quizoons and Quoteoons ..... WOO
Wright, David—Carol Day ..... PPN
Wunder, George—Terry and The Pirates ..... CTN
Wyma—Senator Caucus ..... GFC

Y

Yarmon, Betty—Family Finance ..... WNS
Yardley, Richard—Yardley Editorial Cartoons ..... FJM-TSS-RGB
Yates, Bill—Professor... Phumble ..... KFS-TSS-RGB
York, Robert—Still At Large ..... AF
Young, Chic—Blondie ..... KFS-TSS
Young, Dick—Young Ideas ..... CTN
Young, John K.—The View From Point Blank ..... CIT
Young, Jos.—Federal Spotlight ..... WSS
Young, Lyman; Robert Young; Tom Massey—Tim Tyler's Luck . KFS-RGB-TSS
Young, Whitney M. Jr.—To Be Equal .. NAT

Z

Zeis, Joe; Betty Swords; Rod de Sarro; Cathy Joachim; Jeff Keate; Frank Owen—Panel Parcel—Today's Reamer Keller; Tom Henderson; Laugh ..... CTN
Zink, Lubor—Ottawa Comment ..... TNS
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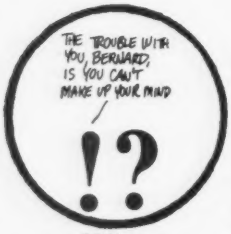

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